Interviewer Had you heard of the intelligent speed assistance thing before we sent you anything?

M16 Briefly..... I had done a speed awareness course erm.... I think it was just.... Just...at the end of last year and there was...he erm.... I don't know what you call them...tutor or... the guy running the session, he was saying, this is... this is proposed as coming in erm....and there was someone else on the course who had a... sort of a high end Jaguar who said it already had...the system in place, but he said... he turns it off..... which was probably why he was there as well.

Interviewer So was the tutor suggesting it was a good idea to have this sort of thing then....

M16 Yeah, yeah he was....

Interviewer What did he what did he say about it?

M16 Yeah, I mean, I don't know where he's getting his sort of info.... whether he's secretly a plant for the DfT or what erm.... Yeah, I don't know.

Interviewer he just mentioned it, but didn't go into that much detail then. Erm.... so the system sort of works by having the camera that picks up road signs and then also uses GPS to work out where you are and then it knows what the speed limit is and then it just gently cuts the fuel so that you go under... back under the speed limit. And then there's also an override feature. So if you needed to, you can press down hard on the accelerator and it will accelerate out. So what are your sort of first impressions, either from that course or from the things we've sent you about the system, what do you think of it....

M16 Really good idea erm.... I like it. Everyday driving is my main sort of thing, you know...commuting to work... your roadworks... motorway driving, ...that sort of thing where you....it is literally just to get from A to B.. I mean, I can see I can see it from both sides. You shouldn't... you shouldn't break the law.... the speed limits for a reason and I get all that..... however it takes, it takes away from the sort of people who enjoy driving, you know...the sort who go on country roads for an actual drive and will break the speed limit occasionally..., where the circumstances permit. I can see them sort of resisting quite a lot. But I mean, for me, it would take a lot of... sort of stress for everyday journeys....

Interviewer yeah, so that's different kind of journeys isn't it.... sort of driving when it's just you have to drive and then driving when you want to enjoy driving... So there's sort of enjoyment of driving. Does that have an element of being able to go a bit faster than the speed limits and things?

M16 Yeah, I think in certain circumstances, inevitably, people ....people will do it. And I think that's part of it, pushing the boundaries, even even if it's just because it's a little.... a little bit naughty they'll do.... a little bit more....

Interviewer Yeah. And so you were on a speed awareness course, if you don't mind me asking, was that was that because you'd sort of not noticed the speed limit or because you were driving purposefully faster?

M16 It wasn't.... wasn't purposefully.... It was erm... Monday morning and it was right at just after it changed from a 40 to a 30. So I just wasn't paying attention.... and went around this corner up a hill on a quiet Sunday morning and there was one of the speed vans, so they got me....

Interviewer So that's just missing the signs and things, and it's like inattention rather than....

M16 Just from that point of view when you've got that intelligent speed awareness system in place, when it picks up the signs, even if it's not actively cutting the fuel, even if it just flashed up and it was like... oh it's a 30 zone now..... that might be another reminder... that's quite a good thing about it.

Interviewer Yeah. So you haven't got that sort of reminder thing on your car?

M16 No, no.

Interviewer Because some cars do that. That's sort of an advisory system. So they'll either flash up a sort of thing that shows you you're going over the speed limit or you can have it can beep at you or anything. Do you.... would you like that sort of system?

M16 yeah...

Interviewer How do you... how would you compare that in sort of how useful it is to the.... the system, the intelligence speed system that actually slows you down, which would you prefer?

M16 I'd prefer the one that actually slows you down and takes... it is literally just a laziness thing. It takes another element of driving away from me. Erm...and has it do it for me. I drive quite quite a lot of different cars for work, and recently I drove one of the Tesla's.... a new Model three, and that has...sort of the LIDAR and ....able to recognise different cars and obviously the speed signs as well as road signs and that was really, really handy.

Interviewer Yeah. Yeah, because they have a lot of systems, don't they? So did you did you enjoy driving with those systems?

M16 Definitely.

Interviewer So just sort of thinking about the... if you had the intelligent speed assistance thing in your car, what what journeys do you think it would be most useful on?

M16 Probably longer journeys... commuting... motorways mainly, I mean it's... with the smart motorways where the speed limits change, if it's able to recognise that in real time....that would be really helpful.

Interviewer Yeah, yeah. I've had a few people mention the smart motorways. Is that because it's it's easy to miss because they're changing so much?

M16 Yeah.

Interviewer And what sort of journeys do you think that it would be least useful or you'd be least likely to want to have it....

M16 Erm...shorter journeys... erm...or...or for people who do enjoy driving and want to feel connected to the car and and go out for a drive for enjoyment, for leisure....

Interviewer So that's interesting that you say, connected to the car. How does that erm.... Can you describe what you mean a little bit more there....

M16 it's sort of like motor racing when you hear about the driver being part of the car and being able to feel the road and the steering input, the acceleration, all those sorts of things... and it's all part of it.

Interviewer So it's sort of the mechanics of driving is part of the enjoyment of that. So if you were driving a car and it had this system in it.... because you can, you can usually turn the system off, so you could either have it on or off all the time or turn it on for particular journeys. How do you think you would use it if you had it in the car?

M16 I would probably have it on by default, but then if I needed to overtake maybe.... and I was going round a lorry... probably just turn it off with the manual override, but have it on by default....

Interviewer OK, so you sort of drive it with it on most of the time or all of the time and then just use the override. Because you've sort of said that for journeys where you would like to enjoy driving, would there be a time where you would turn it off because you wanted to have that sort of a drive, do you think or would you just keep it on?

M16 I'd probably.... probably keep it on until I got out of... sort of a residential area er.... like around where I live erm....it's sort of between (town name) and (city name). And if I if I was to go out for a drive, I'd probably go near (city name).... sort of country lanes, that sort of thing and I'd get out towards the.... off the main roads and then turn it off.....

Interviewer And so the override feature is sort of the that's the pressing your foot down on the pedal. How do you feel about that as an override... is that a reassurance? Is it something you think you need... or would you have any reservations about that....

M16 No, it's probably the most logical area to put it. Instead of having an actual button where you could press accidentally or.... if you're pushing your accelerator down fully... you're... you wanting that input... that speed input, and that is a natural sort of override to the system to do that....

Interviewer Yeah. So it would kind of be a logical thing to do to just put your foot down on the accelerator. Can you think of situations where you think that that would be.... you might need to do that.

M16 Erm.... probably overtaking on a single carriageway.

Interviewer So if you were going to buy a new car and it.... would you be looking for these kinds of systems to be in the car? Like how important would it be to you to have sort of a... speed limiter in your car?

M16 It wouldn't be a feature I'd look for...but it'd be a good thing to have if I saw that on a... on a spec sheet. And ....sort of interesting just because I've never really used one in that much detail before.

Interviewer So you wouldn't be worried about it, you'd be interested to... to have it. So sometimes they come as a standard thing in the car, and sometimes it's a paid thing that you have to add on. How likely would you be to pay extra to have it in a car?

M16 I wouldn't pay extra.... but if it was....if it was there as standard.... It's an interesting thing to have.

Interviewer Yeah, great. And so if if it was in the car, what information might you want about it from the... like if you were buying it from a dealership, is there anything that you would want from them about the system to know or any information you'd like them to give you?

M16 No, not really, it's not a sort of in depth.... Just a quick run through of turning it on, how it works... erm... turning it off, how to override it. Maybe even like a YouTube video, just a link.... Here's the link, and it is a quick, two minute video just to just to show you how it works and how to turn it on and off.

Interviewer So it's sort of a brief overview and then a video thing. So when you... because you said, I think that you've driven other cars with work, haven't you including a Tesla, how do you get to grips with all the different systems.....

M16 Yeah, for that.... For that first time, I drove the Tesla, it was probably about half an hour just going through all the different...it isn't like sort of a traditional car and stuff, everything's done by that screen. And it took me about half an hour just to.... just to sort of change the radio and find out all the features and then...it was literally just a case of trying it out....

Interviewer Yeah, they're sort of like computers, aren't they... Erm... so there's different kinds of ways that you could set up the intelligent speed assistance in the car. So now it tends to be that the driver would choose when to turn it on and off. So if they were going on a particular journey, they could turn it on. But how would you feel about it if it was either really hard to turn it off like it was buried in sort of settings and things and really hard or even impossible? So it was just a default setting in a car and you had to have it on. How would you feel about that?

M16 I probably wouldn't use it... again, it comes back to sort of the convenience or laziness sort of thing..., if if it was either on by default and it was really fiddly to turn off, I'd keep it on or.... if it was really hard to turn on, I probably wouldn't use it.

Interviewer So it needs the convenience of being able to switch on and off. But that's interesting what you say that if it was just difficult to turn off, you would probably just leave it switched on...

M16 Yes. So maybe when it.... when it gets implemented into cars, if it's purposefully made difficult, I think a lot more.... a lot more people will just keep it on just because it is so hard to turn off.

Interviewer And do you think there'd be some drivers who would be.... that would really put them off that particular car if that was a....

M16 Yeah, yeah. Probably.... would be a small portion but I mean, it depends what market you go in for with the cars.

Interviewer So another thing that could happen is if you were overriding it, the car could give you a sort of either a visual or a sort of auditory warning, you know, to try and stop people from putting their foot down and and overriding it too much. How would you feel about that kind of sort of input from the car?

M16 Yeah, it's just sort of like a reminder. Are you sure..sort of thing.... yeah. It'd be alright. I mean, it's.... it just adds another step to the process. I can't see it really..... I'm trying to think of a situation where you'd have enough time because if you are trying to override it...and I'm sort of focused on overtaking because that's the only sort of situation I could think of needing it but... in that situation, and you try and override it.... And if you're there... saying are you sure, yeah...,yes I'm sure, the opportunity has gone by that point and you can't.... progress....

Interviewer So it would have to be just a warning. It wouldn't have to be anything that put anything into the sort of time of doing that manoeuver. Do you find sort of auditory things in cars distracting or anything? Or do you not mind the car giving you those sorts of warnings?

M16 Not particularly it's erm....I suppose when like tyre pressures....anything that comes on has a warning now and it's like a little bell....

Interviewer Yeah....and sometimes cars have sort of warnings that they can do through sort of vibration, either the steering wheel or pedals and or something like that. I don't know whether you've ever driven a car that does that sort of thing. How do you feel about that sort of movement of the car that vibration...as a warning.

M16 So I think in.... for that system... I don't think the the vibration, the input in the steering wheel would really help....yeah, I think just an auditory one or.... a head up display like.... warning triangle...

Interviewer So what do you think about these sorts of systems being rolled out in.... if it started to be something that was going in all new cars, how would you feel about that? Would that be a good thing or...

M16 Yeah, it'd be a good thing. It would be a good thing...

Interviewer do you think there'd be people who wouldn't be so keen as you....

M16 Yes, it's just the resistance to change, isn't it so.... I mean, things are always going to change and technology moves on, and it's just learning to deal with it that's all....

Interviewer So, yeah, so you're quite happy to sort of embrace new technologies when they come along. So how would you set it up in the car? Would you have it as a system that you could conveniently turn on and off? Or would you make it more difficult to turn off? What would you what would what would be the best way of putting it in do you think?

M16 Erm.... I mean, it depends which way you want to look at it from an ...overall meta safety point of view, putting it in and making it harder to turn off would... would make more sense. But from a user, from my personal view, I'd like it off.... something which I could turn on really, really easily.

Interviewer And is that is that just to give you that choice? Yeah. And do you think if you had these kinds of systems in cars and it started to move through the conflict, that driving would be safer because of this particular system?

M16 Yeah. Yeah, it would. Course it would.

Interviewer Can you just say a little bit about why you think that...

M16 Speed is one of the.... one of the main factors in crashes, reducing thinking time, reaction times, that sort of thing, and having the lower speed within speed limits, it's going to make everything safer.

Interviewer Yeah, I suppose there'll be there would be a period as well where you would have some cars on the road that have the system and some cars that didn't. Do you think that would have any sort of safety implications or anything...

M16 Not not that I can think of, I mean, you... you'll sort of have people driving older cars erm.... who don't have the system. And if a car has the system in front of you and it starts to slow down or ....it's not going to be a.... if it's cutting the fuel, it's not going to be a hard stop. Erm...there might be people in older cars thinking, why is this person going so slow sort of thing and..... taking risks to try and get round them or...that sort of thing... Yeah, in the interim, that that could be a problem.

Interviewer And so if it does start to be rolled out in cars and it's a system where you can sort of turn it on when you want to. How do you think you could encourage people to use the system more and it could be incentives or it could be information or benefits that you could tell people that would encourage people to use it? How do you think you could do that?

M16 Don't know, to be honest..... probably incentives, but.... I don't know what those would be...I can't really think of anything?

Interviewer And what about any sort of benefits of the system that could be sort of good ways of trying to encourage people... like what would be the things that most make.... would make you want to use it?

M16 Probably....avoidance, avoidance of speeding tickets erm.... and the convenience, sort of marketing it through the convenience. You don't have to think about this anymore. Let the system do it for you.

Interviewer And do you think... sort of those groups of people who will be very anti this sort of thing.... is there anything that you think you could do that for that group of people who would be more resistant to using it?

M16 Make it... make out that it is optional, that you can turn it off erm...there is going to be some way to override it and... showing them that they do have that choice, that it's not going to be permanently on. It's not taking away your freedoms or your liberty, anything like that. And erm... it's just making it safer... making it more convenient and you can override it.

Interviewer Yeah. So it's that sort of more resistant group where they're giving them that choice actually becomes more important. Well, that's great. That's that's all of my questions. Had you thought of anything else about the system at any point that we haven't covered or....

M16 How how does it work again?

Interviewer There's a camera that sort of detects the speed limit signs and things, and then it uses GPS, so it also knows where you are so. Yeah, so it's sort of downloading data and using that...

M16 how would it work with temporary speed limits, so roadworks on motorways and things like that.

Interviewer Well, the idea would would be that it would pick up the sign. So any signs that you could see as a driver the system could pick up, so it should be able to pick up those variable changes? Is that something that you sort of think is useful or is that something you worry about it working properly....

M16 erm....just.... just working properly, really.... Erm... like if.... if you're.... just thinking worst case scenario, motorway, roadworks and everything where the speed limit's usually sort of 40 or 50, but there aren't signs and the car is still saying 70 and someone's ploughing on at 70, that's all.

Interviewer Yeah. And that's the sort of then if you got caught for a speeding ticket, but you were relying on the system. So some reassurance over the accuracy of the system is probably important for getting people to to sort of be confident in using it, isn't it?

M16 Or I mean, if it's using GPS..., there's times where roads would cross over....by bridges or tunnels and it would pick up that you may be on a different road and suddenly cut the power if you're on a dual carriageway and it picks up that you're on a different road that's a 30 limit... then it suddenly drops your speed down for that brief moment......that that would be another another concern....or new roads.....

Interviewer So that would be a concern that you would have with the system when you were sort of starting to use it.....checking how well it was working and looking out for the speed limits at the same time as using the system....

M16 yeah....as you should if you're driving a car, you should..... you should do that....that...that's everything for me....

Interviewer Alright. Well, that's great. Thanks. It's been really helpful talking to you.