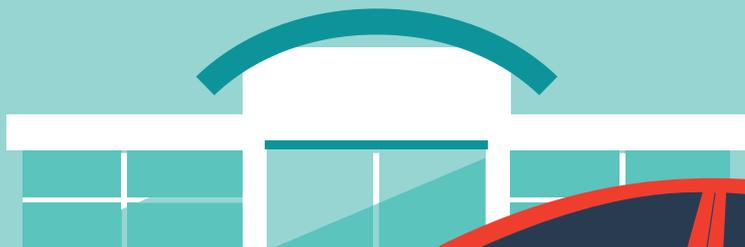


# Carzone

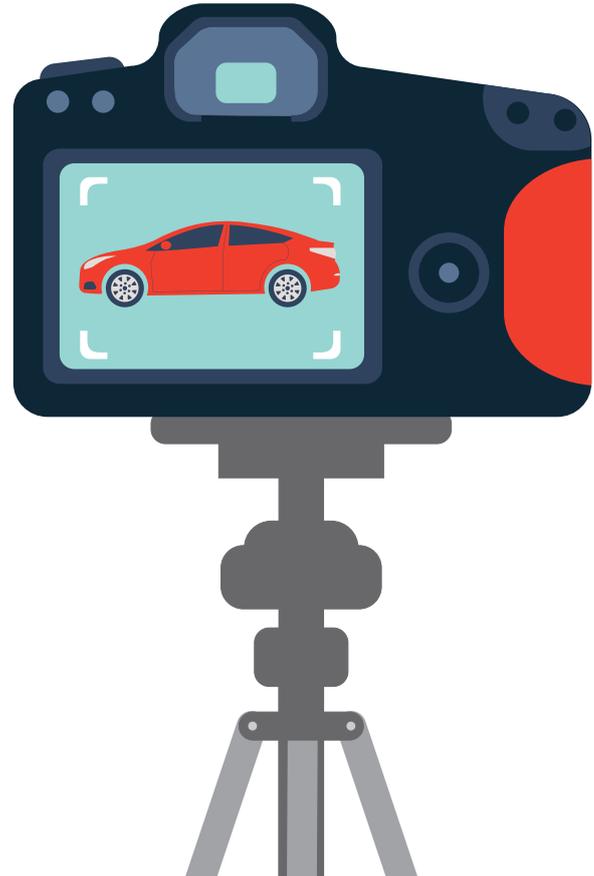


## Vehicle photography guide

## Vehicle photography

As the old adage goes, a picture is worth a thousand words, and in the world of retail, it couldn't be more accurate. Providing potential car buyers with a selection of well shot and clear images that represent the true condition of the vehicle is key to ensuring your business stands out in the crowd.

In this photography guide we'll show you how to take the best possible shots of your stock, and help you build that all important trust with car buyers.



# Vehicle photography - key points

## Vehicle preparation

- Remember, your website is your shop window.
- The first experience and therefore impression of your business will be the images of a vehicle for sale online. First impressions last – make sure your product is clean inside and out.



When choosing a location consider the following :

- Always try to photograph a vehicle in an area that has a neutral background.
- The area should be free of anything that will distract from the vehicle.
- The area should be evenly lit – try to avoid a mix of bright sunlight and heavily shadowed areas.
- If positioning the vehicle against metal railings this will result in a striped effect on the side of the vehicle.
- If restricted for space consider boarding over the railings to avoid any distracting reflections that may be interpreted as damage by the viewer.



of consumers carry out their car buying research online\*

## Camera distance from the car

- The camera should be 10 normal steps back from the vehicle when taking front and rear three quarters images.
- Front-on, rear-on and side-on images can be taken 5 steps back from the car.
- The camera should be at the same height as the bottom of the windscreen / windows for all exterior views of the vehicle. The camera will then be at the correct height for the vehicle whether it is an SUV or small convertible model.



## Camera height - exterior views

- If the exterior images have their backgrounds replaced then this point is critical to the end result of the composite images – too high or too low and the vehicle will not sit properly in front of the replaced background.

## Camera height - interior views

- The camera height should be the same as the wing mirror for all interior views.
- Avoid including the rear view mirror on any interior images unless specifically showing it as a feature - this is because too large an area, with no visible features above the dashboard will also be included.

### IMPORTANT!

ALL images should be taken in landscape format. The images of the vehicle will be more consistent and easier to scroll through if all are taken in this format.

## Pre-photography check - exterior

### Check:

- Is the vehicle clean?
- Check wheel arches for mud splashes when taking the alloy wheel images.
- Are there any distracting items in the area surrounding the vehicle especially around the selected alloy wheel?
- Consider the time of year, (leaves on the ground etc.).
- Is the registration plate level?
- Is the price board still visible through the window?  
Always remove this as the price may change.
- Are you far enough back from the vehicle (approx. 10 steps)?
- Is the camera at the correct height; the same height as the bottom of the windscreen / windows?
- Is the car level? Check the registration plate is level with the bottom of the frame.



### IMPORTANT!

Does your camera battery have enough charge to complete all the photos you need to take?

Is there enough space on your memory card?

## Pre-photography check - interior

### Check:

- Is the vehicle clean inside?
- Is the steering wheel straight?
- Are the front seats aligned?
- Is there sufficient leg room being shown in both the front and rear seating area?
- Are the air vents facing the same way?
- Is the multimedia / sat nav screen clean? If a touch screen, make sure the screen isn't covered in fingerprints.
- Are there personal items such as coins and sunglasses visible in the front interior cabin?
- Has the trip been reset to zero?
- Ensure there are no warning symbols displayed – tyre pressure warning etc.
- Is the camera at the correct height for interior photography (same height as the wing mirror)?
- All images should be in landscape format.



### IMPORTANT!

Have you considered the order in which you are going to take the images in? Consider the most logical shooting sequence for the space you have to work in and stick to this for every vehicle. This will make the process much quicker.



### Front three quarters view

(Driver's side)

- This image is taken from the driver's side.
- The camera is 10 steps back from the front of the car.
- The camera is the same height as the bottom of the windscreen.
- The headlight is in the centre vertical of the frame.
- The registration plate is level with the bottom of the frame.
- There is more space above the car than below.
- There is the same space either side of the car.
- Frame as illustrated.



### Rear three quarters view

(Passenger's side)

- This image is taken from the passenger side.
- The camera is 10 steps back from the rear of the car.
- The camera is the same height as the bottom of the windscreen.
- The rear light is in the centre vertical of the frame.
- The top of the windscreen is level with the top of the frame.
- There is more space above the car than below.
- There is the same space either side of the car.
- Frame as illustrated.



### Side view

(Driver's side)

- This image is taken from the driver's side.
- The camera is 5 steps back from the car.
- The camera is the same height as the bottom of the windows.
- There is more space above the car than below.
- There is the same space either side of the car.
- The bottom of the car is level with the bottom of the frame.
- The front wheels are straight.
- Frame as illustrated.



## Front interior

(Driver's side)

- The camera is the same height as the wing mirror.
- Hold the camera so it is positioned directly above the door sill.
- Avoid including any of the door frames.
- Include some of the windscreen above the steering wheel and dash but avoid including the rear view mirror.
- Position the steering wheel in the top right hand corner of the frame.
- The steering wheel is level.
- Frame as illustrated.



## Dashboard screen vents

- The screen is level with the top of the frame.
- The screen should be switched on.
- The screen should be clean of any dust or fingerprints.
- Frame as illustrated.



## Odometer

- Reset the trip reading to zero.
- The mileage is visible.
- There are no faults displayed.
- Include both rev counter and speedometer dials in the frame.
- The dials should be central and level.
- Frame as illustrated.



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## Alloy wheel

- The camera should be at the same height as the centre of the wheel.
- The badge should be the correct way up.
- The whole tyre should be included in the frame.
- There should be the same space above and below the wheel and either side of the wheel.
- There are no visible distractions, such as leaves, in the area surrounding the wheel.
- Frame as illustrated.



8

## Front seats

- The steering wheel is positioned in the top right hand corner of the frame.
- Avoid including any of the surrounding door frames.
- Avoid including the rear view mirror.
- Frame as illustrated.



9

## Rear seats

(Passenger's side)

- The camera is positioned level with the driver's side door frame.
- Point the camera straight across the seats.
- Avoid including any passenger door frames in the image.
- Frame as illustrated.



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## Front interior

(Passenger's side)

- Position the camera at the same height as the wing mirror.
- Hold the camera so it is positioned directly above the door sill.
- Avoid including any of the door frames.
- Include some of the windscreen above the steering wheel and dash but avoid including the rear view mirror.
- Ensure the entire steering wheel is included and that it is level.
- Avoid including the passenger front air vent.
- Frame as illustrated.



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## Front head-on

- Ensure the camera is 5 steps back from the front of the car.
- The camera is at the same height as the bottom of the windscreen.
- The registration plate is level with the bottom of the frame.
- There is the same space either side of the car.
- There is more space above the car than below.
- Frame as illustrated.



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## Rear head-on

- The camera is 5 steps back from the rear of the car.
- The camera is at the same height as the rear windscreen.
- The registration plate is level with the bottom of the frame.
- There is the same space either side of the car.
- There is the same amount of wing mirror showing either side of the car – the camera will then be central with the car.
- Frame as illustrated.



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## Side

(Passenger's side)

- This image is taken from the passenger side.
- The camera is 5 steps back from the car.
- The camera is the same height as the bottom of the windows.
- There is more space above the car than below.
- There is the same space either side of the car.
- The bottom of the car is level with the bottom of the frame.
- The front wheels are straight.
- Frame as illustrated.



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## Dashboard head on

- The top of the dash is level with the top of the frame.
- The steering wheel is level.
- The front seats are aligned.
- The screen is switched on.
- The rear view mirror is not visible.
- There is the same space either side of the side air vents.
- The air vents are facing the same direction.
- The front seats are reclined to create an impression of greater front interior space.
- Frame as illustrated.



15

## Steering wheel / console

- The dash is level with the top of the frame.
- The steering wheel is level.
- The screen is switched on.
- The vents are facing in the same direction.
- Frame as illustrated.



16

## Steering wheel controls

- The steering wheel is level.
- The steering wheel feature is central within the frame with the same space either side.
- Frame as illustrated.



17

## Door switches

- The entire control panel is featured.
- The panel is viewed from the driver position.
- The panel runs from the bottom right hand side of the frame to the top left hand side creating a more interesting angle.
- Frame as illustrated.



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## Rear seats head on

- The headrests are level with the top of the frame.
- The rear seats are level with the bottom of the frame.
- There is the same space either side of the seats.
- The backs of the front seats have been brought forward to avoid appearing in the frame to create an impression of greater rear interior space.
- Frame as illustrated.



19

## Open boot

- The front edge of the boot is level with the bottom of the frame.
- There is the same space either side of the boot.
- The space inside the boot is being clearly demonstrated.
- Frame as illustrated.



20

## Spare wheel well

- The spare tyre is central in the frame.
- There is the same space either side of the tyre and above and below the tyre.
- Frame as illustrated.

## Additional images

When taking additional images of the vehicle for sale consider the following :

- Additional specification that adds value to the vehicle such as a sat nav or entertainment screen. If the screen has various modes then include an image of each display.
- Drivers spend a large amount of time in their vehicles so consider the details that, as a whole, add to the overall experience of being in the vehicle.
- Any buttons on the steering wheel, the electric window and mirror switches, interior lighting, headrests, cup holders and any other details that add to the overall experience of sitting inside the vehicle.
- Consider exterior details such as the style of the lights or the front grill. Details that define the model and age of the vehicle.
- If the vehicle is a newer model then show the differences in styling from the previous model.

- Be creative in the framing of these details to make them dynamic.
- Include images of items such as handbooks and the case that these are in.
- These can be photographed on a front seat with the seat fabric as a background.



## Additional images - exterior styling features



Front light detail



Rear light detail



Spoiler / foglight detail



Aerial detail



Exterior trim detail



Exterior trim detail

## Additional images - exterior styling features



Front grill detail



Rear badge detail



Rear badge / light detail



Wing mirror detail



Wing mirror detail

## Additional images - general interior



**Rear interior 3 door**



**Rear interior**  
(driver's side)



**Front interior side on**  
(passenger's side)



**Front interior light**



**Rear interior light**



**Front door light**

## Additional images - controls / dashboard



**Air vent**



**Steering control (left side)**



**Steering control (right side)**



**Steering wheel detail**



**Steering wheel detail**



**Windscreen wiper control**

## Additional images - controls / dashboard



Lighting controls



Gear stick / selector



Cup holder



Centre console dial



Wing mirror / window control



Electric handbrake

## Additional images - multimedia / sat nav display



Screen - menu mode



Screen - nav mode



Screen - sound mode



Screen - telephone mode



Sat nav - in off position

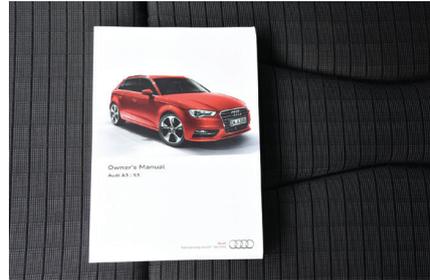


Odometer detail

## Additional images - manuals / handbooks



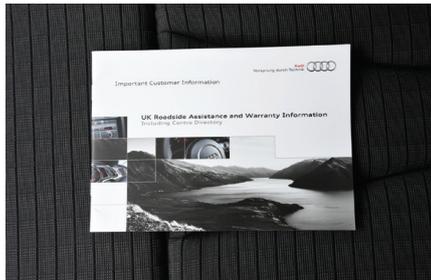
Operating manual



Owner's manual



Navigation manual



Warranty book



Handbook case

Carzone 