


CAR PHOTO- GRAPHY GUIDE



IF YOU FOLLOW THE STEPS, YOU WILL INCREASE THE QUALITY OF YOUR PHOTOS AND PRESENT YOUR CAR MORE FAVORABLY TO POTENTIAL BUYERS.

WE DO NOT EXPECT YOU TO BE A SKILLED CAR PHOTOGRAPHER OR TO USE A PROFESSIONAL CAMERA*.



* SMART PHONE CAMERAS ARE GOOD FOR THIS PURPOSE.



TIPS FOR PLANNING YOUR SHOOT:

MAKE SURE THE CAR IS CLEAN.

- Wash the car before taking photos.
- Remove any personal items from the interior.
- If there are seat and steering wheel covers please remove these so that the condition of the interior is visible.



SHOOT AT THE RIGHT TIME OF DAY.

- Avoid shooting in direct sunlight or at night.
- The best time of day to take photos is known as the Golden hour: first hour after sunrise or the last hour before sunset.
- Alternatively shoot in a shaded area.



BACKGROUND & LOCATION.

- Unless if your photos are being shot by a pro with correct equipment, photos taken outside will produce better results.
- A clean simple background is best.
- Avoid having items in the background that will distract the eye (telephone poles, dirt bins, people etc.).
- Use a location that suits the vehicle:
 - A sports car will look out of place in an off-road setting
 - A 4x4 will be out of place at a racetrack



TIPS

WHILE SHOOTING:

DO NOT SHOOT INTO THE SUN.

- Always make sure the sun is behind you.
- Make sure your shadow is not visible in the image.



BE AWARE OF REFLECTIONS.

- Be careful that your own reflection is not visible in the photo or trees or buildings etc.
- Try and focus the natural horizon reflection on the side of the car and sky's reflection on side windows.



KEEP YOUR DISTANCE.

- Do not stand too close to the car when taking photos.
- Keep a good amount of space between the car and borders of the image.



DON'T FORGET THE DETAILS.






- Capture unique features such as hand stitched seats in contrasting colour, sports steering wheels, iconic badges and emblems (eg. Rolls Royce spirit of ecstasy).













FULL DISCLOSURE.

- Be upfront regarding any flaws or defects on the car. Take photos of these areas.
- Do not hide or photoshop out any flaws.







LIST OF REQUIRED SHOTS:

| NO. | PHOTO REQUIRED | EXAMPLE |
|-----|--|--|
| 1 | Right hand side: ¼ |  |
| 2 | Right hand side: ¾ |  |
| 3 | Right hand side: side view |  |
| 4 | Rear Right ¾ |  |
| 5-8 | Please make sure to take the same set of above shots for the left side of the car too. | |
| 9 | If your car is a convertible, then please take photos with the roof up too. |  |





| NO. | PHOTO REQUIRED | EXAMPLE |
|-------|--|--|
| 10 | Show close ups of the condition of the fabric and rear window. |  |
| 11-14 | <p>Take a close shot of all the rims with any damage /chips visible.</p> <p>11. Left front wheel 12. Left rear wheel 13. Right front wheel 14. Right rear wheel</p> |  |
| 15-22 | <p>It is important to show the tread depth on the tyres as well as a photo of the four-digit date stamp (indicating age of tyre). The first two digits indicate the week of production and the last two digits indicate the year.</p> <p>As a rule, tyres should be replaced once they are five years old (irrespective of tread depth).</p> <p>15. Left front tyre tread 16. Left front tyre date stamp 17. Left rear tyre tread 18. Left rear date stamp 19. Right front tyre tread 20. Right front date stamp 21. Right rear tyre tread 22. Right rear date stamp</p> |  |
| 23 | Steering wheel |  |
| 24 | Dashboard & gauges |  |

| NO. | PHOTO REQUIRED | EXAMPLE |
|-------|---|--|
| 25 | Front seats from Right hand side |  |
| 26 | Take photos of the front seats from passenger side too which shows the passenger side dashboard & Centre console. |  |
| 27 | Rear seats (if applicable) |  |
| 28-29 | 28. Right hand side entry sill 29. Left hand side entry sill |  |
| 30-31 | 30. Right hand side door rubbers 31. Left hand side door rubbers |  |



| NO. | PHOTO REQUIRED | EXAMPLE |
|-------|---|--|
| 32-33 | 32. Right hand side door card 33. Left hand side door card |  |
| 34 | Pedals – accelerator, brake & clutch |  |
| 35-36 | 35. Engine bay Right hand side 36. Engine bay Left hand side |  |
| 37 | Photo underneath engine bay |  |
| 38-41 | 38. Under car – Right hand side sill 39. Under car – Right hand sill 40. Under car – Centre 41. Under car – Rear |  |
| 42 | Boot/trunk |  |



| NO. | PHOTO REQUIRED | EXAMPLE |
|-------|--|--|
| 43 | Spare wheel, jack and tools |  |
| 44-45 | 44. Exterior problem areas/faults 45. Interior problem areas/faults |  |
| 46 | Photo of windscreen – in particular any chips, cracks etc. |  |
| 47 | Photo of service records and book set |  |

SENDING/EXPORTING PHOTOS.

- The preferred file size per image is 1mb. If you send the require photos via e-mail the file sizes will be shrunk to a very low size unless you send only two images at a time.
- The following are the best method for sending photos to Crossley & Webb Online:
 - We Transfer <https://wettransfer.com/>
 - Dropbox link <https://www.dropbox.com/>
 - Google drive link (from within your Google account)