

# CAR PHOTOGRAPHY 13 TIPS AND HOW TO GUIDE



## Presentation is key when selling your vehicle online

Great photos can make a big difference. We've put together this expert guide to help you showcase your vehicle and take excellent photos on your own. Whether you use a professional camera or a mobile phone, following these tips will help you to get a great result. Should you require assistance, please do not hesitate to contact us and we will find a photographer near you, to take care of this for you.



## BEFORE YOU START

# 1. Wash and dry your vehicle

Wash and dry the exterior, and clean and vacuum the interior. Remove all personal items that aren't part of the sale. The car should be as clean as possible. While professional detailing isn't always necessary, a dull paint and stained leather can be treated by professionals, improving the overall condition of the vehicle.

**Please contact us for an appointment with the next professional detailer near you.**



## BEFORE YOU START

# 2. Choose a good location

For the best results, conduct your entire photoshoot outdoors. Avoid photographing in your driveway or in front of your house. Instead, choose an open or scenic location without other vehicles, people, or distracting elements.



## BEFORE YOU START

### 3. Get familiar with your device

Before you start, take some time to get familiar with your camera or smartphone and any photography apps you might be using. Understanding how to use the focus feature is essential for capturing sharp, clear images. Make a couple of pictures at home and take a look at them, before you start. Once you're comfortable with your device, follow these tips for the best results.

Always hold your smartphone or camera horizontally (landscape) for every shot you take. This format captures more of the car and allows us to crop and arrange the photos nicely for your listing.

Modern smartphones often have multiple zoom modes, including wide angle, standard, and telephoto lenses. For photographing your vehicle, we recommend using the standard mode (1x) for most of the gallery and reserving wide angle shots for tight interior spaces.

If you need to zoom in or out, pause and simply take a few steps forward or backward.

## DURING THE SHOOT

# 4. Look for the best natural lighting possible

Try to take your photos in open shade, during overcast weather, or in late afternoon sunlight whenever you can. If you have to shoot in the middle of the day, position the vehicle in solid shade rather than dappled light from trees or parking structures.

Don't hesitate to move the car if part of it is in a dark shadow or too bright. If you're running out of light, avoid using flash. Instead, move the car to a brighter spot or try shooting at a different time of day.



## DURING THE SHOOT

# 5. Capture every angle from the outside

Begin by taking a photo walk around the exterior of the car. Start by taking 15-20 overview photos of the exterior, ensuring the entire vehicle fits in the frame with some space around it. Stand about ten feet back and capture each side of the vehicle, the front and rear, and angled shots from all four corners.

Make sure the hood, trunk, and all doors are closed for these shots. If your car is a convertible, take two sets of these photos — one with the top up and one with it down.



**15+**  
PHOTOS



## DURING THE SHOOT

### 6. Focus on details

Now it is time to focus on interesting and important details and close ups. Take plenty of detailed photos of the exterior, highlighting sections of the vehicle, such as head- and taillights, air intakes, brand and model signage.

However, also make pictures of blemishes in the paint, dents, dings, corrosion, or other damage and wear.

Transparency is crucial, and showcasing flaws in your gallery often leads to better results than having them discovered later during the auction or after delivery. Consider these flaws as part of the history of the vehicle.

Even if your vehicle is nearly perfect, don't skip these shots! Instead, try to take close-ups of the small details that make your car stand out.



## CAPTURE EVERYTHING

# 7. Take interior pictures from the outside.

Even though it might seem counterintuitive, the best way to get overview shots of the interior is by standing outside the vehicle and holding your camera or phone as shown in the images below.

Aim to capture both seats in your rearward-facing shots, and try to include the entire dashboard and steering wheel in your forward-facing shots.





## CAPTURE EVERYTHING

# 8. Take more interior pictures from the inside

Take a seat in all the different seating positions of the car and try to capture all relevant details.

Begin with a photo of the current odometer reading, followed by a shot of the entire gauge cluster. Then, capture detailed images of operational components like the stereo, climate control system, gearshift, and areas that typically show wear, such as armrests, switches, and seat bolsters.

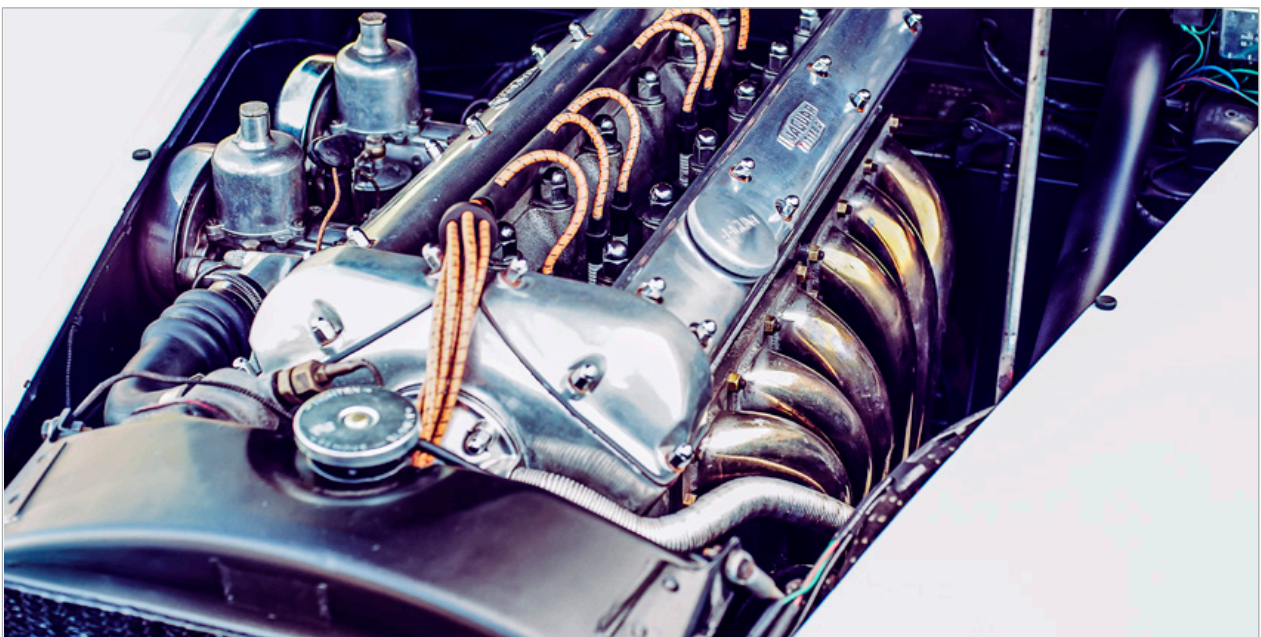
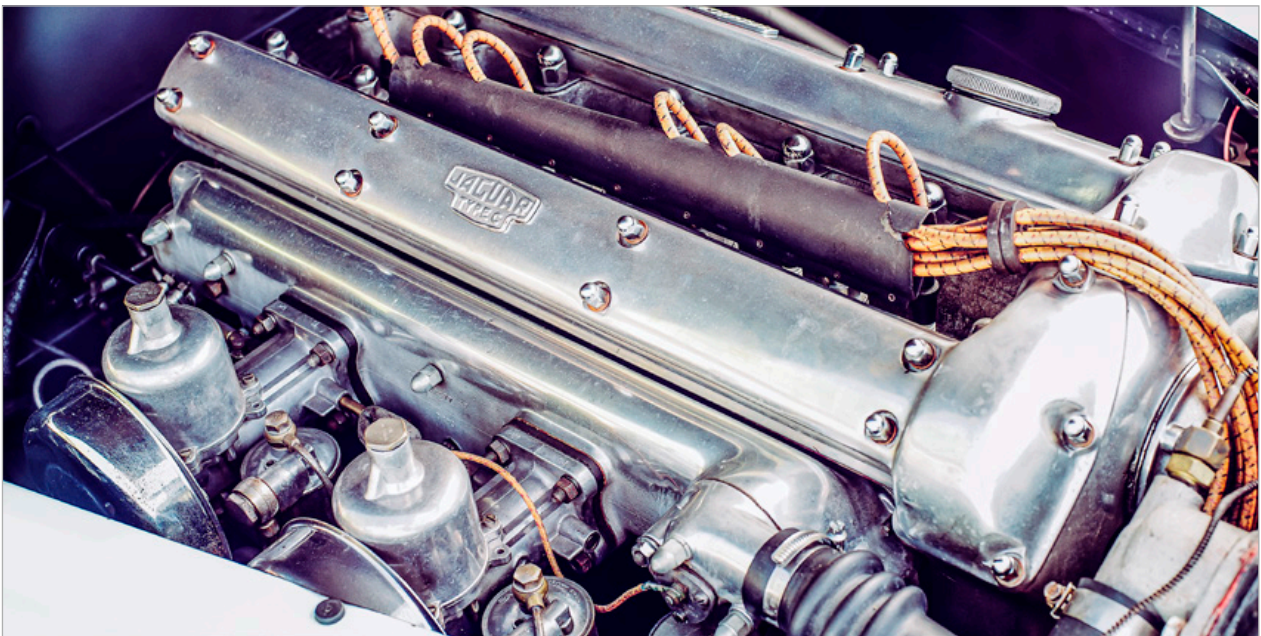


## CAPTURE EVERYTHING

# 9. Show the engine compartment and all mechanical components

Take photos of the entire engine compartment from above and from each side, ensuring you capture as much of the engine as possible in each shot.

Also move in closer to photograph components like carburetors, ignition systems, valve covers, and belts. Finally, get even closer to capture small details such as engine stamps, markings, and other items that potential bidders would want to see.

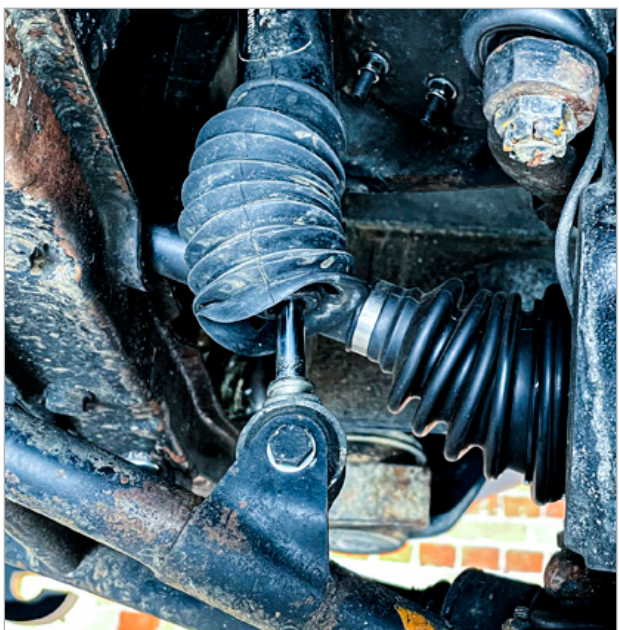


## CAPTURE EVERYTHING

# 10. Take pictures from underneath

For underside photos, using a lift is ideal. If you don't have access to one, you can place your phone or camera on the ground and point it up towards the underbody. This can be tricky with lower vehicles, so using a ramp or stands can be very helpful.

Work from front to back, taking detailed photos of the underside, including the engine, transmission, rockers, suspension, wheels, tires, and brakes. Be sure to capture any rust, damage, or fluid leaks if present. Again transparency is key to a successful sale.



## CAPTURE EVERYTHING

# 11. Shoot VIN, Tags and Markings

Don't forget to take photos of details like the VIN, data plates, and any stickers or labels. Ensure all characters on each sticker or marking are clear and legible, and verify that the VIN matches to the one in the documents.



## DOCUMENTATION

# 12. Take pictures of your documents

Make sure to photograph all relevant vehicle documentation. For service records, spread them out like a fan and take an overhead shot, then take individual photos of significant or recent receipts.

If any personal information is visible, cover or redact it before uploading. Also, photograph any parts, extra equipment, or spares included in the sale. Finally, take a photo of the title.

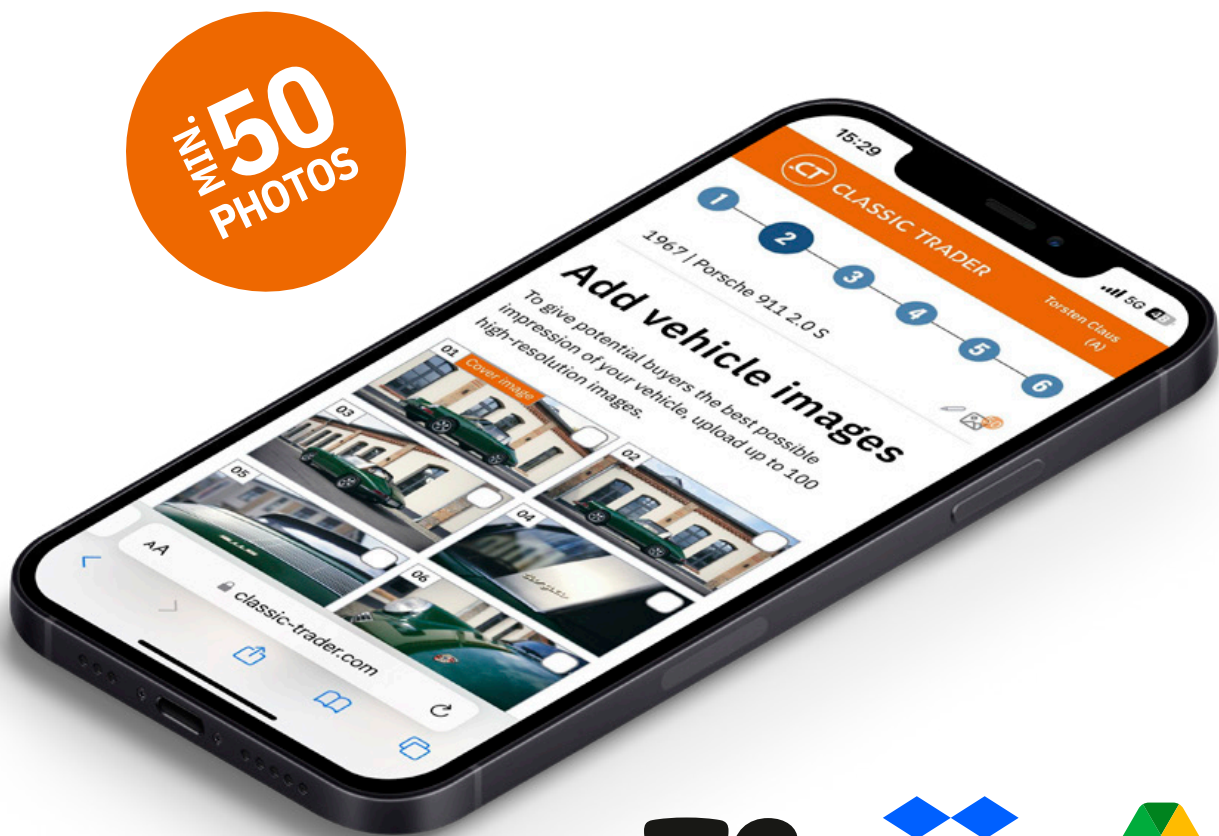


## UPLOAD

# 13. Prepare for Upload

Classic Trader required a minimum of 50 high resolution images and will not accept photos that are more than 6 months old at the time of submission, unless they are historical or show the refurbishment process, so please ensure that most of your photos are as up-to-date as possible.

When transferring photos from your smartphone, be sure to do so in a way that maintains their quality. Use popular storage apps like WeTransfer, Dropbox, or Google Drive to easily move larger files to your computer without reducing image quality.



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# CHECKLIST CAR PHOTOGRAPHY

## EXTERIEUR

- Driver-side view straight
- Driver-side view ¾ front
- Driver-side view ¾ rear
- Passenger-side view straight
- Passenger-side view ¾ front
- Passenger-side view ¾ rear
- Head-on front
- Head-on rear
- Beauty shot from low angle
- Beauty shot from high above
- Beauty shot – close
- Beauty shot – far
  
- Doors (beneath)
- Fender details
- Seams and gaps
- Logos and emblems
- Chrome & trim pieces
- Lights off & on
- Plastics
- Wheels and tires
- Wheel wells
- Glass
- Glass details & stickers
- Exterior damages & problem areas

## INTERIEUR

- Seats
- Seat details & Stitching
- Steering wheel
- Gauges
- Odometer (current reading)

- Console
- Dash overall
- Switches / Dash detail
- Glove box open /closed
- Door cards
- Belts detail
- Radio
- Instruments / Digital functions
- Interior lights
- Carpets/mats
- Floor beneath carpets (if removable)
- Trunk
- Spare wheel
- Interieur damages & problem areas

## ENGINE & UNDERSIDE

- Engine bay
- Engine bay details
- Gear box
- Suspension
- Damage and leaks
- Numbers

## CONVERTIBLE

- Softtop up and down
- Tonneau on and off
- Hardtop on and off

## MISCELLANEOUS

- Service records
- Invoices
- Accessories
- Title