

**S B X | C A R S**

S U P E R C A R B L O N D I E



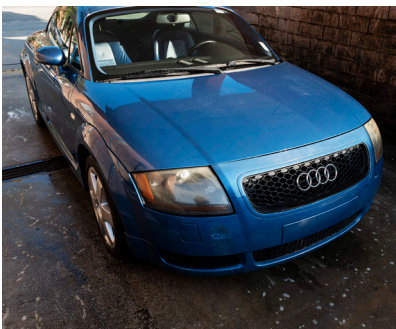
**CAR PHOTOGRAPHY  
GUIDE**

# OWNER-SUBMITTED PHOTOGRAPHY GUIDE

If you are selling your car, the easiest way to make more money on the sale is through better images. But you do not have to invest in expensive photo equipment to present your car in the best light.

Once you find a suitable, safe spot to shoot, remove your front and rear license plates. Shoot as many photos as possible — the more, the better. Follow these tips and achieve the highest possible results for your car.

## 1. CLEAN CARS BRING BETTER AUCTION RESULTS



Also remember to clean and dry the interior.



## 2. CHOOSE A NICE LOCATION

More than any other variable, the location you choose will have the most impact on the photos you submit. The ideal background supports the car without overshadowing it. Shoot with the sun, not against it.

The best backgrounds are free from other cars, people or distractions. Consider what the setting says about the car—though gritty backgrounds can increase the intensity of the shoot, graffiti can be copyrighted and should be avoided.



Middle of the road is great as long as it's in a safe location, on a private road or driveway, not obstructing traffic.



Please avoid parking on the side of a road, as it implies that the car has broken down.



Avoid cluttered backgrounds



Always aim for clean backgrounds



### 3. NUMBERS FIRST

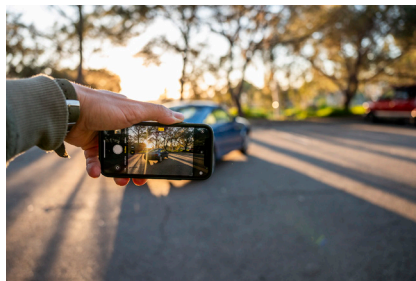


\*Note - If your car has a digital odometer, please start ignition to clear all warning lights



Capture a clear shot of the VIN, with all numbers in focus and minimal shadows.

### 4. AWESOME EXTERIOR SHOTS



Try to take as many picture as possible from all the angles. Our site is designed to be mobile-friendly, so please take **vertical** as well as **horizontal** photos of every exterior angle.





## 4.1 TAKE HORIZONTAL & VERTICAL SHOTS OF THE CAR



Horizontal / Landscape Shots



Vertical / Portrait Shots (these pictures will be used as hero shots in the website)



## 5. WHEELS AND LIGHTS



Headlights



Taillights



Four wheels

\*Note - Take a few photos of each from multiple angles to reduce the chance of reflections and focus errors.

☐ Tire Date Codes

☐ Tread Depth

☐ Scratches

☐ Four wheels

☐ Manufacturer's marks

## 6. COVER THE INTERIORS

While a clean exterior can make a difference, a clean interior indicates a quality owner. The more images we can show potential bidders, the more comfortable they will be. Finally, please photograph the headliner.





## 7. ENGINE & UNDERCARRIAGE



Side Shot of Engine



Straight Shot of Engine



Undercarriage

\*Note - If possible, the more images you take of individual components like power steering pumps, radiators, alternators, etc., give bidders better insight into the condition of your engine. Undercarriage photos tell a complete story about maintenance and storage.

## 8. LUGGAGE, DOCUMENTATION, AND ACCESSORIES

It might take multiple photographs to show all documentation, accessories, and keys. If documentation and service history is extensive, save photographing it until after the shoot, then try to take a top-down photo of each page of your history file with your smartphone.



☐ Stereo Systems

☐ Spare Tires and Jacks

☐ Matching Luggage

☐ Service Receipts

☐ Registrations

☐ Original Build Sheets

☐ Original Keys

\*Note -Use Flash if necessary to illuminate certain parts and accessories



## 9. VIDEO 9x16 & 16x9

**Car walk around** - Show the key parts of car, keep it short but show all angles (front, side, back, wheels etc.)

**Back of car (Start up)** - Using 0.5x have the whole back of the car in shot and start the engine

**Pan of interior** - Using 0.5x showing all the interior (seats, steering wheel, gear stick, floor mats etc.)

**POV in the driver's seat, starting engine** - Using 0.5x, sit in the driver seat and film the steering wheel/dash board and start the car up

**Car moving (if possible)** - If we have access to drive the car, then anything of the car driving away from camera and driving towards camera



## 10. DENTS, DINGS, AND DAMAGE

While it can seem like making the wrong impression to highlight any damage on your car, these photos go a long way to reassuring bidders.

If anything, showing this damage up front will help prevent post-sale complaints.

Take the eraser end of a mechanical pencil for scale and point out any areas of note on your car's exterior. Dings, scratches, paint imperfections, and discolorations in rubber trim should all be pointed out and photographed. Potential buyers will thank you for your honesty and bid more confidently, knowing that your representation is trustworthy.



Please check the Photo Check list in the coming pages.



## PHOTO CHECKLIST

REMOVE LICENSE AND ALL DEALER PLATES FIRST

☐ VIN ☐ ODOMETER ☐ COLD START VIDEO

### EXTERIOR:

#### FRONT ¾ FACING LEFT

☐ HORIZONTAL ☐ VERTICAL

#### REAR ¾ FACING RIGHT

☐ HORIZONTAL ☐ VERTICAL

#### SIDE PROFILE FACING LEFT

☐ HORIZONTAL ☐ VERTICAL

#### SIDE PROFILE FACING RIGHT

☐ HORIZONTAL ☐ VERTICAL

#### SIDE PROFILE FACING LEFT :

##### REAR THIRD

☐ HIGH ☐ MEDIUM ☐ LOW

##### MID THIRD

☐ HIGH ☐ MEDIUM ☐ LOW

##### FRONT THIRD

☐ HIGH ☐ MEDIUM ☐ LOW

#### SIDE PROFILE FACING LEFT :

##### REAR THIRD

☐ HIGH ☐ MEDIUM ☐ LOW

##### MID THIRD

☐ HIGH ☐ MEDIUM ☐ LOW

##### FRONT THIRD

☐ HIGH ☐ MEDIUM ☐ LOW

#### REAR ¾ FACING LEFT

☐ HORIZONTAL ☐ VERTICAL

#### REAR (HEAD-ON)

☐ HORIZONTAL ☐ VERTICAL

#### FRONT ¾ FACING RIGHT

☐ HORIZONTAL ☐ VERTICAL

#### FRONT (HEAD-ON)

☐ HORIZONTAL ☐ VERTICAL

#### REAR LEFT HALF

☐ HIGH ☐ MEDIUM ☐ LOW

#### FRONT LEFT HALF

☐ HIGH ☐ MEDIUM ☐ LOW

#### REAR RIGHT HALF

☐ HIGH ☐ MEDIUM ☐ LOW

#### FRONT RIGHT HALF

☐ HIGH ☐ MEDIUM ☐ LOW

☐ LEFT HEADLIGHT

☐ LEFT REFLECTOR

☐ RIGHT HEADLIGHT

☐ RIGHT REFLECTOR

☐ GRILLE AND FRONT BADGING

☐ DRIVER'S SIDE FRONT WHEEL

☐ ROOF LOOKING REARWARDS

☐ REAR BADGING

☐ TOP OF TRUNK + SPOILER

☐ REAR DIFFUSER

☐ PASSENGER SIDE REAR WHEEL

☐ PASSENGER SIDE FRONT WHEEL

☐ DRIVER'S SIDE REAR WHEEL

☐ ROOF LOOKING FORWARDS



## PHOTO CHECKLIST

REMOVE LICENSE AND ALL DEALER PLATES FIRST

☐ VIN                      ☐ ODOMETER                      ☐ COLD START VIDEO

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#### FRONT ¾ FACING LEFT

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#### REAR ¾ FACING RIGHT

☐ HORIZONTAL      ☐ VERTICAL

#### SIDE PROFILE FACING LEFT

☐ HORIZONTAL      ☐ VERTICAL

#### SIDE PROFILE FACING RIGHT

☐ HORIZONTAL      ☐ VERTICAL

#### SIDE PROFILE FACING LEFT :

##### REAR THIRD

☐ HIGH      ☐ MEDIUM      ☐ LOW

##### MID THIRD

☐ HIGH      ☐ MEDIUM      ☐ LOW

##### FRONT THIRD

☐ HIGH      ☐ MEDIUM      ☐ LOW

#### SIDE PROFILE FACING LEFT :

##### REAR THIRD

☐ HIGH      ☐ MEDIUM      ☐ LOW

##### MID THIRD

☐ HIGH      ☐ MEDIUM      ☐ LOW

##### FRONT THIRD

☐ HIGH      ☐ MEDIUM      ☐ LOW

#### REAR ¾ FACING LEFT

☐ HORIZONTAL      ☐ VERTICAL

#### REAR (HEAD-ON)

☐ HORIZONTAL      ☐ VERTICAL

#### FRONT ¾ FACING RIGHT

☐ HORIZONTAL      ☐ VERTICAL

#### FRONT (HEAD-ON)

☐ HORIZONTAL      ☐ VERTICAL

#### REAR LEFT HALF

☐ HIGH      ☐ MEDIUM      ☐ LOW

#### REAR RIGHT HALF

☐ HIGH      ☐ MEDIUM      ☐ LOW

#### FRONT LEFT HALF

☐ HIGH      ☐ MEDIUM      ☐ LOW

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☐ GRILLE AND FRONT BADGING

☐ DRIVER'S SIDE FRONT WHEEL

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☐ TOP OF TRUNK + SPOILER

☐ REAR DIFFUSER

☐ PASSENGER SIDE REAR WHEEL

☐ PASSENGER SIDE FRONT WHEEL

☐ DRIVER'S SIDE REAR WHEEL

☐ ROOF LOOKING FORWARDS



## VIDEO CHECKLIST

### 9x16 (Vertical)

- ☐ Car walk around
- ☐ Back of car/Start up
- ☐ Pan of interior
- ☐ POV starting car
- ☐ Car moving



### 16x9 (Horizontal)

- ☐ Car walk around
- ☐ Back of car/Start up
- ☐ Pan of interior
- ☐ POV starting car
- ☐ Car moving





A black and white photograph of the front of a Rolls-Royce car. The Spirit of Ecstasy hood ornament is centered in the upper half of the frame. Below it, the rectangular Rolls-Royce logo is visible on the hood. The lower half of the image shows the vertical slats of the car's grille. The text "THANK YOU" is superimposed in the center.

***THANK YOU***

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