

# PICTURE THIS:

## How to easily take great photos of your vehicle, even with your cell phone!

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*An example of a good-quality front 3/4 photo of a vehicle – taken with a cell phone camera! Low stance and no bad reflections add to the appeal of this image.*

One of the elements often overlooked by many sellers when consigning their vehicle is the photographs, when in fact they play a significant role in the marketing/selling process. Many prospective buyers might just skip right over a car with blurry, poor-quality photos. Photography does matter: Your vehicle photos play a crucial role in the marketing – and sale of – your collectible.

The shadows in the image at left don't showcase the engine best; the photo at right was taken in the shade, with even lighting conditions.



*NOT SO GOOD: The left image is taken from a higher stance, and the photographer (and car) are reflected in the building. In the photo at right, the car in the background distracts from the subject.*



*The shadows in the image at left don't showcase the engine best; the photo at right was taken in the shade, with even lighting conditions.*

While hiring a professional photographer or using professional equipment to capture images of your vehicle is optimal, today's smart phones take high-quality photographs that are more than adequate.

Here are some useful tips to capture clean, clear and well-lit images of your vehicle:



*Interior shots are best taken in the shade, with even lighting. The image at left was taken in the sun and many shadows are present.*

**LOCATION:** Think “blank canvas” (rear of a supermarket, department store, warehouse). Avoid driveways, grass or snow and pavement with parking lines and/or extensive damage and debris. Ensure no people or animals are in the shot, with no trees, poles or signs in the background.

**INTERIOR SHOTS:** Best taken in the shade, with even lighting. The image at above left was taken in the sun and many shadows are present.

**LIGHT:** Outdoors in the shade is best for even lighting, or natural light just as the sun rises or sets (especially important for photos of the engine and interior). Do not use flash. Avoid shooting indoors and in low-light scenarios, which will cause blurriness and loss of detail.

**REFLECTIONS:** Be aware of unwanted reflections in that beautifully detailed paint job (yourself, parking lines, another car)!

**TAKING THE PHOTOS:** Make sure your phone's camera lens is clean. Do not use zoom. Hold your phone in landscape (horizontal) mode. Ensure there is plenty of room around your vehicle when you capture the image; do not cut off any parts of the vehicle (better to have plenty of space



*At left, the photographer's stance was a little high, and part of the car is cut off. At right is a better option for a rear 3/4 shot.*



## REQUIRED IMAGES:

- Front 3/4 (not three-quarters of the car; this refers to the angle showing the front and side of the vehicle at the same time) and rear 3/4 (from the opposite side, showing the rear and side of the vehicle at the same time). To capture the best “stance” of your vehicle, hold your phone/camera at a lower angle, 2 to 3 feet off the ground.
- Side profile
- Engine
- Interior shots
- VIN
- Other images are also welcome: details, direct front, direct rear, etc.

**SENDING IMAGES:** Original-size photos (as they come off the phone camera) are needed for the best quality. Do not compress or resize in any way. Taking time photographing your vehicle well has its rewards, as photos can play a bigger role than just appearing on the club’s website’s listing.

Impressive photos of your vehicle will inspire confidence in potential buyers. These days, more and more bidders are purchasing cars without ever having seen them in person; relying purely on the descriptions of vehicles and photographs.

***When you’re taking your photos, think about what you would want to see if you were thinking of purchasing the vehicle – this is your vehicle’s time to shine!***



*A nicely framed front 3/4 shot, taken from a low stance.*



*A great side profile photo, with a “blank canvas” background.*

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