

# Car & Classic Photography Guide



# Photography guide

You've decided to sell your car via Car & Classic's new auction service, which is great news. Thank you for trusting us to help you find a new home for your beloved classic or specialist car. We have worked tirelessly to build an easy to use, engaging and secure platform that we envisage as being the go-to online auction service for all things automotive. However, for us to be successful and more importantly, for you to get the best possible price for your car, there are areas that need your input.

Of course, this is your car and your sale, so you are not limited to the below images. However, we would ask that you provide the below images as a minimum. This way, you are giving buyers the best possible 'view' of your car.

## Before You Start

- Make sure all documentation is available to be photographed
- Make sure the car is clean inside and out
- Photograph your car in front of a clean, uncluttered backdrop
- Don't shoot your car at night or rain
- Try to avoid harsh light - this can create shadows
- Don't photograph the car in grass unless appropriate (4x4s)
- For dealers/traders please take out your dealer plates before doing the shooting

The following guide is based around the minimum expectation terms of photography. However, we offer the facility to display as many images as you see fit.

As such, multiple angles, extra detail shots, under carpet shots, driving shots - we encourage the use and inclusion of all photographs

## Key Shots - External



Your auction listing will require the following shots, which will ensure the vehicle's exterior is fully documented.

Along with the indicated shots, please also include slight variations - different angles, etc. Our most popular listings feature at least 20 external images.

## Dead Front



## Dead Rear



## Right Side - Square on



## Left Side - Square on



## Front 3/4 (to be repeated to capture both sides)





## Rear 3/4 (to be repeated to capture both sides)



If it's a convertible include shots with soft top/hardtop from the angles above



## All Four Wheels





# Key Shots - Internal

Along with the indicated shots, please also include slight variations - different angles, etc. Our most popular listings feature at least 15 internal images.

**Wide angle shots from both sides with a general view of the interior**



# Vehicle Mileage

(If odometer is digital, turn the engine on so odometer is visible)



## Dash



## Front Seats



## Rear Seats





## Boot



## Key Shots - External

This is your opportunity to make your car truly stand out. The pictures above serve to give buyers a great, detailed overlook of your car. The detail shots are what sets it apart and what will ultimately motivate buyers. Here you should be including badges, trim details, brightwork and so on.

Also, use this section to highlight any imperfections the car might have. These photos are your shop window, and you need to give buyers an honest and real view of the car. Don't be afraid to show and chips, rust, dings or tears. It's okay for your classic to have some patina - it's earned it!

The most popular listings have at least 50 detail shots.







## Key Shots - Running Gear

Along with the indicated shots, please also include slight variations - different angles, close-up detail etc. Our most popular listings feature at least 10 images of the engine and engine bay.





## Underside

While we completely appreciate that not everyone has access to a ramp, we would still encourage you to include images of the underside where possible. This should include sills, arches, front and rear valances, inner wings and boot floor. The most popular listings have at least 10 underside shots.



## Paperwork

We will require photographs and/or scans of any significant paperwork relating to the vehicle. If there is service history/ restoration documentation you wish to be shown, we will do this. We'd ask if possible to blur/or cover any personal details

We need:

- Any service paperwork
- Any old MOTs
- Any old receipts of works/restoration
- V5 (please leave the V5 with all details shown for our confirmation purposes, we will blur these for the listing)

