

# Guide to taking incredible photos of your prestige car

Summon provide a unique new Concierge service to sell your car privately, for a great price.

Our service includes professional photography of every car, but if you plan to do it yourself, we're here to help.



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[www.summon.com.au](http://www.summon.com.au)



# Clean & shiny

Make sure your car is clean before you photograph it. Use tyre shine on the tyres, clean the exhaust tips and make sure the interior is clean and free of any personal materials. Especially face masks!

## Location

Find a great location. The more clean and simple the location the better, it's all about the car.

A large car park with a big wall as a background is a good option. A nice apartment building is also a good option. The car park of a playground or public park is another good option.

Ensure the background is plain and not distracting. Very importantly, find an area that has no other cars so you don't get them in the shot.

Do not park the car on grass, and make sure you do not have trees or poles poking out from behind your car.

## Exterior photos

When photographing the exterior of your car, take the following photos:

Front, rear, side, front  $\frac{3}{4}$ , rear  $\frac{3}{4}$ , close up of a wheel, close up of a badge. Plus a few other angles, the more the better, you can edit later.

- Shoot from hip height
- Keep the car wheels straight
- Try and use the sun to light the car
- Position the car so there are no nasty reflections
- Make the car as large as possible in the frame
- Do not use wide angle
- Do not use flash





## Interior

Take the following photos:

- From the passenger side to drivers side
- Steering wheel from the driver side
- Front seats from back seat
- Back seats from outside
- A few other interior angles, the more the better
- Boot from outside
- Close up of a couple of nice details
- Dashboard (showing odometer)
- Entertainment unit
- Speakers (especially if an optional upgraded stereo)
- Engine bay (on an angle, and straight-on)
- Service books, manual and spare key

You can use a wider angle if your camera / phone supports it.

Shoot the interior in shade so there are no harsh shadows.

Have the car running so that the dashboard and entertainment system are turned on.

When taking photos of the engine bay, make sure it is clean!

## Inspiration

There are many examples of great car photography on the Summon Web site; [www.summon.com.au/listings](http://www.summon.com.au/listings)