

● PHOTOGRAPHY GUIDE

Congratulations! As *the* classic marketplace and go-to online auction service for all things automotive you've definitely made the right choice in deciding to sell your car with Car & Classic and we'd like to thank you for trusting us to help you find a new home for your beloved classic. We promise to do our utmost to secure you the best price possible but we do need a little helping hand as far as presentation is concerned. The first bite is with the eye after all.

Of course, this is your car and your sale so you ultimately have the final say in how to approach photography but to shine the best possible light on your car and to facilitate the best possible outcome we kindly ask you to provide the recommended images below as a minimum. Doing so will greatly improve the prospects of successfully selling at the price that's right for you, so let's get cracking!



BEFORE YOU START

As is the case with most successful endeavours, preparation is key to getting the best possible results and photographing your vehicle is no different. Putting in a little time and effort before even touching a camera is imperative so checking off these simple steps is your first port of call:

01

APPEARANCE

Give everything a thorough clean, inside and out. We're not talking a professional valet here (although feel free if that's how you roll) but it does need to be a step up from simply chucking a bucket of water at the car. Take your time and give it a proper wash. Bin all of the empty sweet wrappers and car park tickets and Hoover and clean the interior, too. Think of it as the automotive version of getting ready for your school photo; straighten your tie, brush your hair and put on your best smile. The results will be worth it.

02

LOCATION

Scout out a decent spot where you can get good photos in front of a clean, uncluttered backdrop. You don't want to ruin all the effort you just put in cleaning your car only to take pictures of it parked next to the wheelie bins behind big Tesco. You don't have to hire a professional studio but using a decent sized car park with no interruptions in the background, a large, clean wall, or in front of a nice flat field with lots of sky and no trees will all work well. Don't photograph the car in grass either, unless it's appropriate and you're selling a tasty Series 1 Landy, for instance. Or a tractor.

03

CONDITIONS

Think about the time of day and weather as well. Avoid shooting at night or in the rain and steer clear of harsh light that can cause unwanted shadows, and yes, that does include bright sunlight too. Consistency is key here. Try not to appear in reflections either, whether that be in your freshly polished bodywork, mirrors or glass. This is about your car, not you gurning as you contort yourself trying to snap that hero shot.

04

PAPERWORK

Gather together all of the documentation, records and paperwork so it's ready and available to be photographed. A car's history is vitally important and can make or break a sale so if you have it, show it off.

With all of that sorted then it's time to grab the camera but it's important to note that you don't need a pro setup in order to take decent shots of your car. Any camera will do, including the one on your phone. Composition and lighting are far more important than any technical wizardry so let the camera do the work and snap away, ensuring that all photos are of the highest image quality you can manage. The beauty of digital is you can keep going indefinitely until you get it right and we encourage you to take as many images as you see fit in addition to these minimum requirements. It's worth having a look at some of our other auction listings as an example of the standard of photography we expect.



● KEY SHOTS (EXTERNAL)

Think about how and where you frame the car and aim for those “hero” shots. Make sure there is space around it, let it exist and don’t cut it or crop it out of the image. We require the following shots which will ensure the vehicle’s exterior is best displayed and fully documented but please also include slight variations - different angles, heights, distances etc. Our most popular listings feature at least 20 external images.



● KEY SHOTS (INTERNAL)

Capture the overall condition and feeling of the interior in addition to more detailed shots of the various aspects of the cabin, trim and controls. As with the exterior images please also include slight variations along with the indicated shots below. Our most popular listings feature at least 15 internal images.



● KEY SHOTS (DETAILS)

This is your shop window, an opportunity to make your car truly stand out and give buyers an honest, detailed overview of your car. The detail shots can really set it apart and ultimately motivate someone to buy. Here you should be including badges, trim, brightwork and so on. Think about the detail you're trying to showcase and give it space within the frame so it becomes the obvious focal point.

Also, use this section to highlight any imperfections the car might have - don't be afraid to show any blemishes, dings and rust. 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)

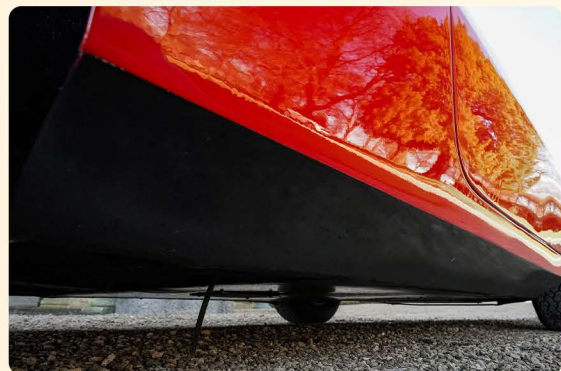
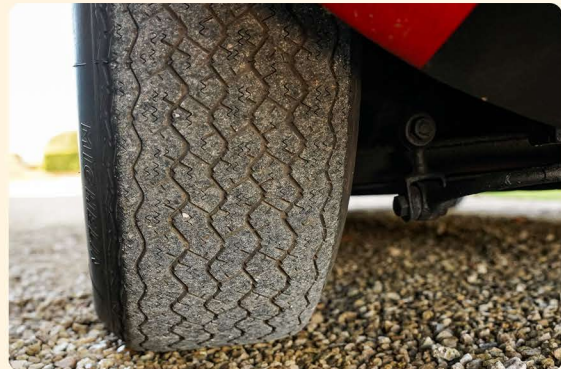
The engine and drivetrain are just as important as any other aspect of the car and should be photographed accordingly. Get good overall shots of the engine bay from various angles as well as the engine itself and any important details such as identification numbers and new or modified parts. Our most popular listings feature at least 10 images of the engine and engine bay.



● KEY SHOTS (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 and if safe to do so, even if that means rolling around on the ground to obtain them. You sometimes have to suffer for your art!

Try to include sills, wheel arches, front and rear valances, inner wings and boot floor alongside photos of the various mechanical components such as suspension, brakes and differential (if present). The old adage of the more the merrier definitely applies here. Our most popular listings have at least 10 underside shots.



● KEY SHOTS (PAPERWORK)

A decent history file goes a long, long way in helping to sell a car. With this in mind it's important to include photographs and/or scans of any significant paperwork relating to the vehicle. You don't have to snap every single old tax disc but if there is service history and/or restoration documentation then it's definitely worth presenting. We do please ask if possible, however, to blur or cover any personal details.

WHAT WE NEED:

- Any service paperwork and stamps
- Old MOT certificates
- Old receipts of works/restoration details
- Vehicle registration document (V5).

*Please leave the V5 with all details shown for our confirmation purposes.
Don't worry, we will blur these for the listing.*

