

Rental Leasing Services

Subject:	Auto Sales Photo Shoot Procedure
Procedure No.	A 0102 - 1008 A = Auto Sales Section 0102 = Section One + Procedure Number One 1008 = Month and Year Procedure Released
Distribution:	Area & Location Management, GM, Auto Sales, Training Dept. & RLS Server (Intranet)
Date:	October 3, 2008
Effective Date:	October 19, 2008
Replaces Procedure:	New
Other References:	Procedure No. <ul style="list-style-type: none"> • F 0101-0108, Vehicle Damage Definitions and Vehicle Movement Process, • F 0202-1206, Vehicle Cleaning Standards, • F 0401-0207, Vehicle Repair Order Screen • F0501-0108, Vehicle Turn In Condition Report • A 0101-1008, Auto Sale Unit Reconditioning • A 0103-1008, Test Drive Procedure • A 0104-1008, Demonstration Drive Assumption of Liability Form
Purpose	To Communicate: <ul style="list-style-type: none"> • Importance Of Vehicle Photos • Photo Shoot Basics • The Eight Required Photo Positions • Final Steps

Rental Leasing Services

Importance Of Vehicle Photos	<p>Photos are among the most important pieces of information online shoppers are looking for.</p> <p>By giving shoppers the complete picture with multiple images, we increase the quality of contacts we receive and eliminate questions customers would otherwise have about the vehicle's appearance and features.</p> <p>Images are the next best thing to a test drive, improving the odds that interested buyers will be closer to a sale.</p> <p>Online shoppers respond to good photos.</p>
Photo Shoot Basics	<p>Presentation Is Important:</p> <ul style="list-style-type: none">• Wash and vacuum the vehicle.• Make sure it's "clean and looking good". <p>Choose The Right Location:</p> <ul style="list-style-type: none">• Find a spot with minimal distractions, neutral background, and good lighting.• Try to use even diffuse lighting (in the morning or evening) – which avoids glares, harsh shadows, and color distortions.• You will find that photos turn out best when taken in lightly shaded areas.
The Eight (8) Required Photos And Positions	<p>An effective ad should show the exterior of the vehicle from all angles as well as the interior condition and options.</p> <p>In short, we will have:</p> <ul style="list-style-type: none">• Four (4) photos of the exterior (one from each corner of the car),• Three (3) interior photos (front seating, back seating, and instrument panel), and• One (1) last a photo highlighting a special feature. <p>HINT:</p> <p>Taking more then one photo at each position may save you time from going back and re-shooting. So, if you are not sure the first one was perfect, snap another to be on the safe side.</p>

Rental Leasing Services

1. Driver Side Front - Three Point Angle

This is considered to be the primary photo and will be the 'eye catcher' on any website we list the vehicle on.

There are a few things that you could do to make it a worthy photo:

1. turn the wheel to the right which will provide a good profile shot of the wheel/hub,
2. turn on parking lights/fog lights,
3. tilt open the moon roof if applicable. This photo should be taken from a low position (on bent knee) to give it a stylish effect.



2. Passenger Side Front – Three Point Angle

Now straighten up that steering wheel and continue on with the rest of the photos.

Position your self at the passenger-side front area and take a photo from normal standing height.



Rental Leasing Services

3. Passenger Side Rear – Three Point Angle

Take this photo from a low position (on bent knee).



4. Driver Side – Rear Three Point Angle

Take this photo from normal to slightly elevated height.



5. Instrument Panel




Feature a shot of the instrument panel to 'put customers in the driver's seat'.

The parking lights should still be on - this will illuminate the instrument panel. You will actually take this photo while sitting in the back seat of the car and holding the camera next to or in front of the drivers head rest.

Be sure to capture the steering wheel, instrument panel, and radio areas - all in this one shot.



Rental Leasing Services

6. Front Seating	<p>Open the right side front door and take a photo that captures the front seating area.</p> 
7. Rear Seating	<p>Open the right side rear door and take a photo that captures the rear seating area.</p> 
8. Wheel/Photographers Choice	<p>Last photo! If this vehicle has <i>alloy wheels, an extra large trunk, or any special features such as DVD</i>, this is your chance to be creative.</p> <p>Take a picture of any special feature that really catches your eye, but do not be too repetitive of any of the prior photos.</p> <p>If there are no special features or you can not make up your mind, simply take a photo of the wheel.</p> 

Rental Leasing Services

Final Steps

Once the photo shoot is complete download them onto your computer. Make sure the photos are clear and presentable for websites. Re-shoot any that did not make the cut.

Name the photos in the following format:

- Unit#-Position#.
- No spaces, just a dash '-' between them.
- For example, photos of Unit # 27273 should be named: 27273-1, 27273-2, 27273-3....and so on.

And finally, email them to autosales@nextcar.com

If your location is not set up to email photos, please contact your manager to make arrangements for email.

As a temporary alternative (or if your email is ever down) you can place photos in the Claims Photos Folder until the situation is resolved.