

The Dealership Photography Guide



Deliver images that *sell*!

Optimise your listings to drive engagement,
leads and sales.

The 5-Minute Fix That Could **Double** Your Enquiries.



Before customers ever step foot on your forecourt, they've already judged your brand online.

Inside, discover how to make every image feel as premium as the cars you sell.

Pre-Shoot Check

Remember, your images are often your first impression.



Vehicle Preparation

Is the vehicle clean?
Ensure wheel arches and tyres are clean.
Are there any water marks or swirls?
Headlights are turned off
Remove any price boards or stickers.

Shooting Location

Is the background neutral?
Is the sun casting harsh shadows?
Are there any distracting reflections?
Do you have enough space to stand at least 4m away from the vehicle?
Are you parked on drains or road markings?

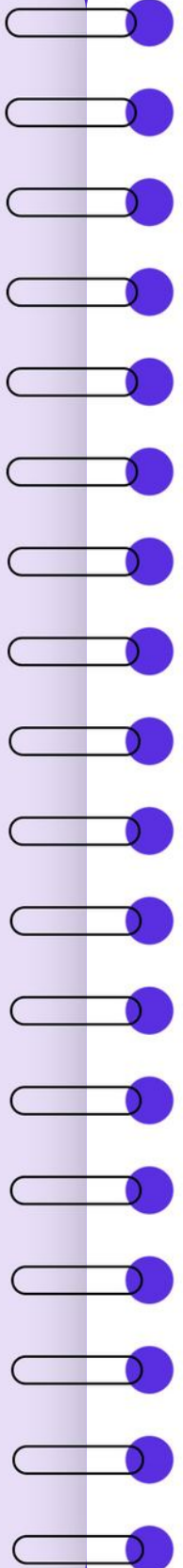
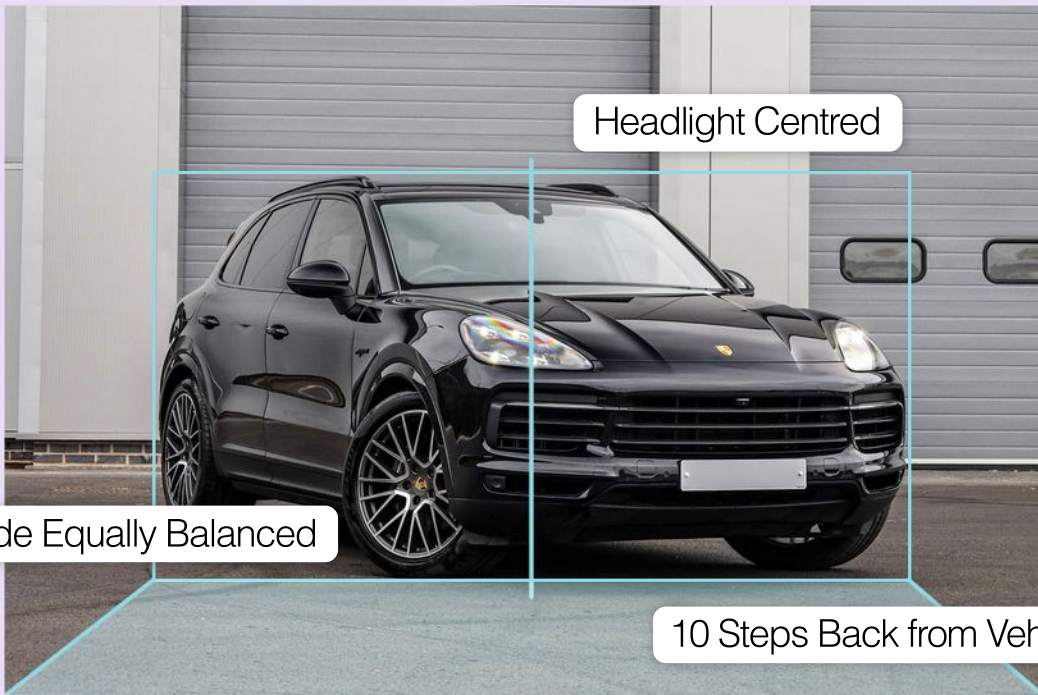


Camera Setup

ALL images should be taken landscape.
Is your lens free of marks ?
Are you shooting with correct settings?
Main exterior shots should all be taken between 35-50mm focal length.
(Or 1.5x zoom on mobile)

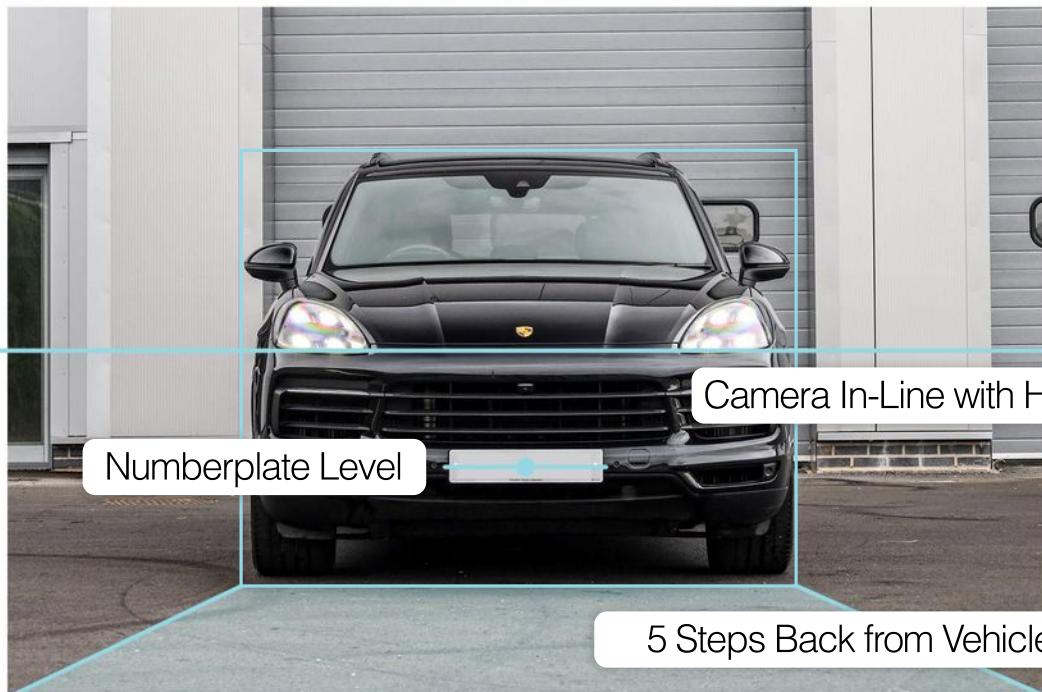
Shot List & Best Practice

Quarter Shots



Shot List & Best Practice

Front & Rear Shots



Camera In-Line with Headlights

Numberplate Level

5 Steps Back from Vehicle

Shot List & Best Practice

Side shot



Front Wheels Straight

Camera In-Line with Door Handles

5-10 Steps Back and Zoom

94% of customers state quality of imagery is a deciding factor in earning their click

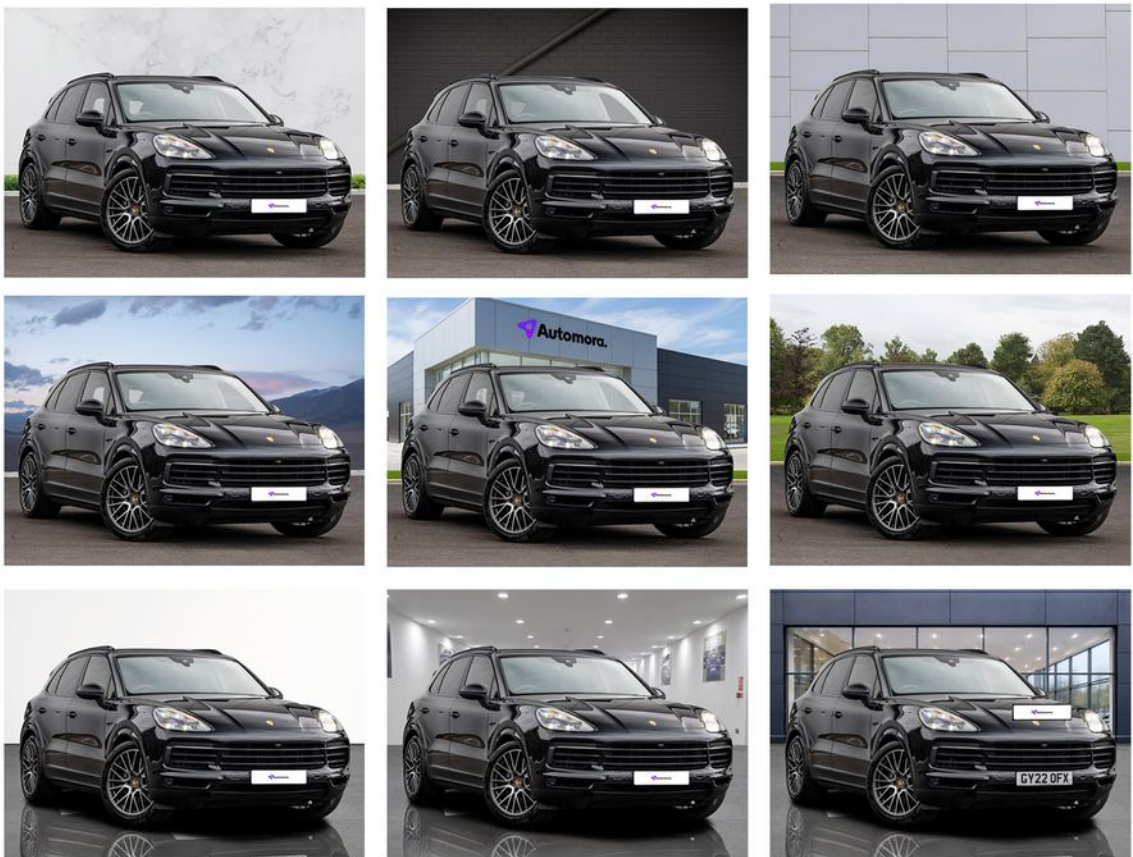
95% of customers believe professional images increase the vehicles perceived value.

57% of customers think a dealership with high quality imagery would need to negotiate less on price.

Branded Imagery That Sells

Consistency builds trust - and trust drives clicks.

To take your photography to the next level. Implement digital backdrops to ensure consistent branding across your online forecourt, no matter where the photo was taken, or who was taking the photo.



Choose from a wide selection of creative backgrounds, or have one made bespoke.

Full Advert
processed in
3:56
minutes*

3:56 average start-to-finish time for a six-image set with Automora



Ready to elevate
your forecourt?

Try for Free

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