

Vehicle Image Recommendations

The following recommended best practices are provided for Retailers who wish to utilize custom retailer taken photography of in-stock units.

Photo Quality & Resolution

Resolution

All photos must be high-resolution (at least 4K or 3,840 x 2,880 pixels) to ensure clarity across digital platforms.

File Type

JPEG format is preferred. Ensure images are not overly compressed to maintain quality.

File Size

Maximum 10MB per image for optimal upload speed without sacrificing quality.

Lighting & Exposure

Natural Lighting

Always use natural lighting when possible. Avoid harsh shadows or overly bright spots.

Balanced Exposure

Ensure the image is not too dark or too bright. The vehicle should be well-lit, with even exposure that shows its features clearly.

No Flash

Avoid using flash photography, as it can create reflections or harsh lighting that obscures details.

Background & Environment

Clean Neutral Background

Photos should be taken against a clean, neutral, and unobtrusive background (preferably a white, light gray, or black backdrop). Outdoor photos should ideally be taken in environments that do not distract from the vehicle.

No Obstructions

Ensure the vehicle is not obstructed by objects like other cars, signs, or people. The focus should be on the vehicle itself. Vehicles must be unwrapped.

Consistent Setting

If shooting in an outdoor environment, ensure a consistent setting is used for all photos of the same vehicle to maintain uniformity across the dealership's photo gallery.

Vehicle Image Recommendations (Continued)

Vehicle Position & Angle

Front View

Always include at least one clear image of the front of the vehicle, showing the full front grille, headlights, and bumper.

Side View

Provide a side view image of the entire vehicle. The car should be positioned parallel to the camera to show its profile.

Rear View

Include an image from the rear, highlighting the taillights, bumper, and trunk area.

Interior Photos

For interior shots, focus on high-quality, well-lit images of key interior features such as the dashboard, seats, and infotainment system. Ensure that the seats, steering wheel, and other key features are visible, and the area is well-organized.

Close-Up Shots

Include close-up images of important features (e.g., wheels, grille, special trims, and interior features).

Vehicle Cleanliness

Clean & Presentable

Ensure that the vehicle is clean, both inside and out. Exterior shots should be free of dirt, smudges, or water spots. Interior shots should show a well-maintained cabin.

No Personal Items

Remove any personal items or clutter from the vehicle, especially in interior shots.

Vehicle Angle & Framing

Level & Centered

Ensure the camera is level and centered to avoid distortion in the image. The vehicle should be framed in a way that highlights its key features without cropping important parts.

Avoid Wide Angle Lenses

Use a standard lens for shooting the vehicle. Wide-angle lenses can distort the proportions of the car, creating a misleading or unprofessional appearance.

Vehicle Image Recommendations (Continued)

No Watermarks or Text

No Overlays

Images must be free of watermarks, text, or logos. All images should maintain a clean and professional appearance, reflecting INFINITI's high standards.

No Filters

Avoid the use of digital filters or effects that may alter the true colors and appearance of the vehicle.

Consistency Across All Photos

Uniform Style

Maintain a consistent photographic style across all images of the same vehicle. This includes the same type of background, lighting, and framing for all photos of the vehicle.

Multiple Angles

Provide a variety of shots (e.g., front, side, rear, interior, and close-ups) to give customers a comprehensive view of the vehicle.

Special Feature Highlighting

Unique Features

If the vehicle has any special features (e.g., unique trim packages, color options, technology features), be sure to capture them in detail with close-up shots.

Lighting for Special Features

Ensure any unique features, such as interior lighting or dashboard displays, are well lit and clearly visible.

Image Editing

Minimal Editing

Only minor adjustments (such as color correction or cropping) are allowed. Do not alter the vehicle's appearance in a way that misrepresents it.

Photo Angle Suggestions

The following recommended best practices are provided for Retailers who wish to utilize custom retailer taken photography of in-stock units.

Side View Drivers Side

- Vehicle positioned centrally in frame, facing to the left.
- The camera should be at the height of the vehicle's mirrors.

Rear Three-Quarter View Drivers Side

- Vehicle positioned off center, driver's side taillight centered, and the full rear is visible.
- The camera should be aligned with the driver's side taillight at the height of the vehicle's mirrors.
- Wheels turned at an angle with a twist of the steering wheel.

Drivers Door Cockpit

- Open the driver's door, align the camera with the driver's seat at the height of the steering wheel.
- The center console should be centered with both front seats visible.
- Steering wheel must be straight and vehicle screen is turned on.

Drivers Door Front Seats

- Open the driver's door, align the camera with the steering wheel at the height of the steering wheel.
- The seats and backrests for both front seats should be clearly visible.

Drivers Seat Cockpit Shot

- Taken from the driver's point of view (camera at the height of the headrest).
- Steering wheel must be straight and vehicle screen is turned on.

Passenger Seat Cockpit Shot

- Taken from the passenger's point of view (camera at the height of the headrest).
- Steering wheel must be straight and vehicle screen is turned on.

Photo Angle Suggestions (Continued)

Passenger Door Front Seat

- Open the passenger's door, align the camera with the steering wheel at the height of the steering wheel.
- The seats and backrests for both front seats should be clearly visible.

Passenger Door Cockpit

- Open the passenger's door, align the camera with the passenger's seat at the height of the steering wheel.
- The center console should be centered with both front seats visible.
- Steering wheel must be straight and vehicle screen is turned on.

By adhering to these photo standards, dealerships can help ensure that all vehicle images are consistent with INFINITI's brand guidelines, providing customers with a polished and professional visual experience. We appreciate your efforts in maintaining these high standards.