

Inventory Imagery Standards Checklist

The following guidelines are provided for Retailers who wish to utilize custom Retailer taken photography of in-stock units.

- ☐ **1.** Every new vehicle that is not in-transit must have a custom photo.
 - No use of placeholder imagery.
 - No 'Coming Soon' imagery.
- ☐ **2.** The first image (vehicle in position #1) must be the exterior of the vehicle.
- ☐ **3.** There must be a minimum of 10 exterior photos per vehicle.
- ☐ **4.** There must be a minimum of 6 interior photos per vehicle.
- ☐ **5.** Vehicle in Position #1:
 - Vehicle positioned off center, driver's side headlight centered, and the full front is visible.
 - The camera should be aligned with the driver's side headlight at the height of the vehicle's mirrors.
 - Wheels should be angled or centered and consistent in all photos.
- ☐ **6.** There must be no non-INFINITI image branding within the vehicle frames.
- ☐ **7.** Images must be consistent with clarity and cleanliness of the image/video setting, background and flooring.
- ☐ **8.** All photos must be captured in a 4:3 ratio.
- ☐ **9.** Photo resolution must be at least 4K (3,840 x 2,880 px).
- ☐ **10.** Image files must be in .JPEG format.
- ☐ **11.** Image Environment:
 - The vehicle must be shot with no clutter or distractive elements in the background or as part of the flooring.
 - The vehicle listed must be the only vehicle in frame and void of any people or signage.
 - INFINITI trademarks or other branding elements must only appear once in the background or frame.
 - Wall décor, such as posters or permanent graphics, must not be present in the background or frame.
 - The vehicle itself must be clean of dust, dirt, snow or vehicle wrapping.
 - A consistent environment and approach must be used to maintain a clean presentation on search result pages.
 - Lighting must be sufficient so that the vehicle's features and design are clearly visible, ensuring that reflections, shadows or glares are not distracting or hiding visual elements of the vehicle.
 - The use of artificial lighting must be limited.

Inventory Imagery Standards Checklist (Continued)

- ☐ **12.** Vehicles Live on Retailer Websites:
 - The vehicle must be within the 60 day in-transit window to be allowed on Retailer websites.
 - The model WRD (Wholesale Release Date) must come before vehicles can be shown live on Retailer websites.
- ☐ **13.** Images containing the vehicle screen must have screen on and visible.
- ☐ **14.** Only INFINITI branding elements must be included as part of the photo. Non-INFINITI branding, representation, or vehicles must not be included in the image.
- ☐ **15.** Non-Luxury Graphics – Use of graphic treatments, for the purpose of grabbing the viewer's attention, are prohibited. Graphic treatments include, but not limited to: starbursts, bubbles, balloons, etc.
- ☐ **16.** Improper Photography – All vehicle photography and vehicle footage must be of professional quality without any Photoshop distortions, unnecessary writing, labels or decals.
- ☐ **17.** An image or video must never distort or skew the true representation of the vehicle and must not be in a wide-angle.
- ☐ **18.** No non-INFINITI provided CGI imagery is acceptable.
- ☐ **19.** No image filters or vehicle edits are acceptable.