



## Inventory Imagery Standards Checklist

The following guidelines are provided for Dealers who wish to utilize custom Dealer 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-Nissan 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.
  - Nissan 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 Dealer Websites:**
  - The vehicle must be within the 60 day in-transit window to be allowed on Dealer websites.
  - The model WRD (Wholesale Release Date) must come before vehicles can be shown live on Dealer websites.
  
- 13. Images containing the vehicle screen must have screen on and visible.**
  
- 14. Only Nissan branding elements must be included as part of the photo. Non-Nissan branding, representation, or vehicles must not be included in the image.**
  
- 15. 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-Nissan provided CGI imagery is acceptable.**
  
- 19. No image filters or vehicle edits are acceptable.**