



## PHOTO CHECKLIST - Selling your car

### 1. Preparation (Before You Shoot)

- Wash the exterior
- Clean the interior (seats, dashboard, trunk)
- Remove all personal items
- Park on flat ground
- Choose a quiet, neutral background
- Shoot in daylight (morning or late afternoon)

### 2. Digital Identity & Legal Compliance (The 2026 Standard)

- VIN (Chassis Number): Clear shot of the plate (usually B-pillar or windshield).
- Field 24 (Typenschein): Close-up of this number in your *Fahrzeugausweis*.
- Dashboard "Heartbeat": Engine running, showing odometer and zero warning lights.
- CO2 Compliance Note: If a 2026 import, a photo of the paid CO2 sanction receipt.

### 3. High-Voltage Transparency (For EVs & Hybrids)

- State of Health (SOH) Screen: The battery health % from the car menu.
- Charging Port: Close-up showing clean pins/no thermal wear.
- Cables & Frunk: Type-2 and CCS cables neatly coiled in the front trunk.

### 4. The "Swiss Care" Signals (Price Anchors)

- DOT Code (Tire Age): Close-up of the 4-digit date code on the sidewall.
- Digital Service Log: A photo of the "Service History" screen in the infotainment.
- Brake Hardware: A shot through the wheel spokes showing clean rotors/pads.
- 2026 Vignette: Visible on the glass or the digital confirmation screen.

### 5. Exterior — The Professional Walk-Around

- Front 3/4 View: The "Hero" shot.
- Rear 3/4 View: From the opposite corner.
- Full Profile (Both sides): Camera held at door-handle height.
- Underbody/Sill: A low-angle shot to prove no rust or salt damage.

### 6. Interior — The "Showroom" Experience

- Driver's seat: Overview shot
- Passenger's seat: Overview shot
- Rear seats: Overview shot
- Driver's Bolster: Close-up of the seat edge (the first place to show wear).
- Rear Bench Detail shot: Showing ISOFIX points and clean upholstery.
- Roof Lining: Providing a smoke-free/clean environment.
- Center Console: Showing the screen is scratch-free and functional.
- Steering wheel: close up to see all buttons on the steering wheel

### 7. Engine & Trunk — Proof of Care

- Engine bay (clean, not polished)
- Open trunk
- Trunk floor visible

### 8. The "Honesty" Folder (Damage Documentation)

- Curb Rash: Close-ups of any rim scratches.
- Stone Chips: Be upfront about the hood/bonnet condition.
- Cargo Wear: Scratches on the trunk loading lip.
- Rim damage: Don't hide anything.

### 9. Documentation — Confidence Signals

- Service book / service records
- Spare key: if available
- Accessories: winter wheels, roof box, etc.