

SETTING THE PERFECT SCENE FOR YOUR AMG



A beautiful backdrop, the right perspective, and an eye for detail: With these tips, you can set the perfect scene for your AMG – for social media, as artwork on the wall, or just for yourself. There's a big difference between a snapshot and a photo. A spontaneously smartphone snap can capture colors and shapes. A carefully composed shot, on the other hand, can tell a story, conveying emotion, drama and energy. In other words: everything that makes your AMG special. Our tips help you make it happen.

TIP *THE EQUIPMENT*

01. Ideally, you'll have a first-class system camera with a selection of fast fixed focal lengths, or at least a good camera with a decent zoom lens. For starters, a high-quality smartphone will suffice. As any photographer will tell you, the best camera is always the one you have at hand. In any case, a tripod is recommended.

TIP *CAR AND PREPARATION*

02. Clean your car thoroughly and remove all water spots. Unless you're photographing a G-Class in the jungle – then the opposite applies. As a rule of thumb, side windows and doors should be closed, the headlights on, and the front wheels should be straight or slightly turned toward the camera. Bonus points are awarded for symmetry in the interior (seat settings, air vents), a straight steering wheel, and gauges with no warning messages lit up.

TIP *THE BACKDROP*

03. Find a quiet environment where you can work safely and undisturbed. Make sure you have a backdrop that matches your vision, such as a city skyline, an exciting country road, or a vibrant sunset. It's also important to clear away distracting objects and to park the car in new perspectives.

TIP *POSITIONING*

04. The further away the background is from your AMG, the blurrier it becomes. This puts the vehicle at the center of attention. Hard shadow edges, unsightly reflections, and trees or poles directly behind the car should be avoided. Pros will often use polarizing filters to remove reflections from paint and windows.

TIP *LIGHT*

05. – Avoid photographing against bright light or during the midday sun. The so-called "golden hour", the time around sunset, is always optimal. Increasing darkness requires a tripod. For LED lights on cars, use a shutter speed of 1/500 or slower. The lights flicker with high frequency, which the camera can capture.

TIP *PERSPECTIVE AND IMAGE COMPOSITION*

06. First, photograph the car from the front and slightly obliquely from all directions, preferably at headlight height. Hold the camera straight and choose a format to match the medium: landscape for posters and internet forums, portrait for social media like Instagram. Leaving a little room on the sides is fine as you can crop later.

TIP *EXPERIMENT*

07. Try as long as memory space allows. Test new perspectives, such as shooting through foliage or grass, playing with heights, distances, camera settings and, if possible, focal lengths. A car looks very different in a wide-angle shot (say, 24 millimeters) than it does with a telephoto lens (say, 85 millimeters). An open aperture has a cropping effect, a closed one sharpens a larger area.

TIP *POST-PROCESSING*

08. – With the right software, digital photos can be "developed" and edited. Caution: Less is often more at this point. Find your own style via contrast settings, clarity, and playing with gradation curves or color saturations.