Car sales videos / Prompt guide

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Original starting points, not tested generation results. Adapt them to your model and inspect the output.

Give buyers a clear route through the exterior, cabin and condition details. Use AI prompts for storyboards and supporting design assets, then film the vehicle you are selling so its features, mileage and wear remain accurate.

Plan a polished listing around the real car.

Plan the route before filming: Use the prompts as a coverage plan: establish the car, show the cabin and give important condition details their own views. Keep the model, trim, wheels and listing information together in your brief.

Make the presentation consistent: Choose a tidy location and a repeatable camera route. Keep the light and colour treatment consistent across the listing. Show the actual paint, upholstery and wear without using generated frames to replace condition footage.

Give buyers time to inspect: Review the real footage for readable mileage, features and damage. Cut to a dedicated detail when the walkaround does not show enough. A smooth edit is useful only if the information remains clear.

Add a clear, accurate close: Record narration from verified listing details, then add the exact price and contact information in the editor. Check the final crop and captions. Keep generated backgrounds or graphics separate from evidence of the vehicle condition.

Plan a walkaround from real references

An image storyboard to plan the actual vehicle shoot.

Using the supplied photographs of the sale vehicle as visual references, create a clean storyboard of its planned walkaround. Show separate front three-quarter, side and rear three-quarter compositions at a consistent camera height. Keep the depicted paint colour, wheel design and trim consistent with the references. Place the car in a quiet open parking area under soft daylight. Use still planning frames with natural proportions and clear space around the body, ready for shot labels to be added in editing.

Prepare: Generate a planning image, then film the real vehicle. Confirm that proposed angles and details match it.

Framing: Separate planning views

Movement: Static composition

Light: Soft and even daylight

Palette: Neutral grey and warm white

Check: Compare vehicle details with the reference photos; Confirm the real shooting positions are practical; Keep the board identifiable as planning artwork

Variation: Add a cabin planning view from an actual interior reference.

A background for the opening title

A generated title background before the actual car footage.

Create a calm vertical video background for a vehicle listing introduction. Frame an empty section of a clean showroom floor from standing camera height, with a soft grey wall beyond it. Gentle daylight falls from broad windows outside the composition, producing long, restrained reflections across the floor. Hold the camera still. Keep a quiet open area through the centre for editor-added vehicle information. Use neutral grey and warm white, with soft contrast and consistent architectural lines.

Prepare: Add the verified make, model and listing information in your editor, then cut to the actual vehicle.

Framing: Vertical empty showroom

Movement: Static composition

Light: Soft and even daylight

Palette: Neutral grey and warm white

Check: Check that title areas remain clear; Use verified listing text and actual vehicle images; Keep vehicle condition and feature evidence in the real footage

Variation: Match the neutral background to your dealership or personal branding.

A clear closing information frame

A still end card for a dealer reel or personal sale.

Create a minimal still background for the closing frame of a vehicle listing video. Use a softly lit neutral grey surface with a subtle darker area near the bottom, composed vertically. Reserve a large uncluttered central area for specifications and contact information to be placed in editing, and a quiet area below for a small real vehicle photograph. Keep the surface believable and the lighting even. Use restrained charcoal and warm white, with clear visual separation between the reserved areas.

Prepare: Composite an actual vehicle photo and verified text; keep the generated background decorative.

Framing: Vertical closing frame

Movement: Static composition

Light: Soft and even daylight

Palette: Neutral grey and warm white

Check: Check that title areas remain clear; Use verified listing text and actual vehicle images; Keep vehicle condition and feature evidence in the real footage

Variation: Match the neutral background to your dealership or personal branding.

Build a vehicle listing from a plan and real footage

AI can help plan the shots and prepare design assets. The actual vehicle footage carries the sales information.

Plan the coverage: Use the storyboard as a checklist for the real shoot.

Introduce the vehicle: Add verified title text, then cut to the actual walkaround, cabin and condition footage.

Close with the next step: Place the real photograph, accurate listing information and contact details on the end card.

Use the same car, trim and location across the recorded walkaround. Preserve the visible condition and show readable mileage and relevant details in dedicated real shots.

Check that every advertised feature matches the vehicle. Keep generated design assets separate from footage that buyers use to inspect condition.

Make capture conditions repeatable

Autotrader's video guidance recommends an uncluttered, consistent location, a neutral backdrop and aligned wheels.

Published capture advice. Our continuous route and pacing are proposed creative decisions.

Cover the whole vehicle

Autotrader's photo checklist covers exterior angles, wheels, cabin, boot, engine bay and damage.

Photography guidance translated into shot planning. Three prompt chapters do not replace complete listing coverage.

Give mileage and wear their own views

eBay recommends original vehicle photographs, readable odometer and VIN close-ups, and explicit coverage of damage and wear.

Photography principles; plate preservation is an additional brief requirement. No conversion or selling-price claim adopted.

Sources and scope

The examples, camera directions and sequences are original Shotcraft proposals informed by the sources above. Filming advice, product-maker claims and our prompting inferences are identified separately. Generated results have not been tested.

How do I create and upload a video to help sell my stock? / https://help.autotrader.co.uk/hc/en-gb/articles/13144201710621-How-do-I-create-and-upload-a-video-to-help-sell-my-stock / checked 2026-09-15

What photos should I take for my advert? / https://help.autotrader.co.uk/hc/en-gb/articles/9102857201565-What-photos-should-I-take-for-my-advert / checked 2026-09-15

How to Sell a Vehicle — Take Photographs / https://pages.motors.ebay.com/sell/howto/prepare-photos.html / checked 2026-09-15

Video prompt vocabulary / /prompts/video/

Cinematic language / /prompts/cinematic-language/