

Listing Image Guide!

Here's a quick guide to how your images should look on Trade Me Motors. For the full details on what's allowed and not allowed, visit the Policies for Motor Vehicle Listings page on Trade Me's Help Centre.



Your first image must show the vehicle for sale. We recommend a minimum image size of 600px high by 800px wide. Only photos of the vehicle for sale are allowed, not a similar vehicle (excl. New or demonstrator vehicles).



As long as the first image is a photo of the vehicle for sale, up to two photos of the dealership or report about the vehicle (like a MotorWeb VIR) are allowed.



Certain independent 'authorised vehicle' certifications are allowed at a size of 57px by 45px. Check the full policy or contact our support team to learn which are allowed. Contact us for the logos.



Images may not contain additional branding, messages or have overlays distracting from the item for sale.

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Your brand is allowed physically on the wall in the background of an image, as long as it takes up less than 25% of the image and is not the focus of the image.



No contact details, dealership addresses, website addresses or other contact details are allowed on images.



The vehicle can't have branding or messaging displayed on it (e.g. price, finance or brand stickers,). It must be displayed as it will be when it leaves the yard.

For more info check out the full policy at trade.me/motors-listing-policy.