

# Highlighting in-car tech with video

## Top tips



### Use clear language:

Explain functions in language that everyone can understand, and avoid motoring jargon as much as possible



### Demonstrate features:

Show customers how easy it can be to use the tech by doing it yourself, such as by connecting your phone to the car or setting up the satnav



### Give a driver's-eye view:

Sit in the driver's seat and record from there, so that the customer gets a realistic view of what it's like to use the features from the cockpit



### Personalise:

If a customer asks for info on a particular feature, place extra emphasis on it and answer their question directly for a fully personalised approach

# What to feature

Modern cars are so packed full of technology that there's plenty to cover in your interior video. Make sure you give full explanations (and demonstrations where possible) of the following:

## 1. Communications:

Bluetooth and handsfree phone connectivity

## 2. Navigation:

Satnav and onboard map functionality

## 3. Parking:

Cameras, sensors and park assist technology

## 4. Entertainment:

CarPlay, Android, radio and music streaming

## 5. Maintenance:

Wiper blades, tyre pressure information, service and oil level warnings

## 6. Customisation:

How the cockpit area and displays can be adjusted to driver preferences

