

LEON FERRI

MODERN AUTOMOTIVE PHOTOGRAPHY

AND MERCHANDISING

WINTER '14





Photo: Nelson Carreras

The car is a singular permeation of lifestyle.
A reflection of value, aspiration, and tradition.
It describes you to strangers.
It takes you where you're going and knows where you've been.

When I work, I strive to combine product knowledge and photography skill.
My content forms automotive marketing solutions that give consumers
their first glimpse of a vehicle's place in their lives.

Herein, enjoy selections of my visual work and writing from 2013.
For additional examples, visit leonferri.com

-Leon

NISSAN ALTIMA



NISSAN



NISSAN FRONTIER





NISSAN ROGUE





VOLVO S60





VOLVO XC60





VOLVO C70





VARIOUS EXTERIORS





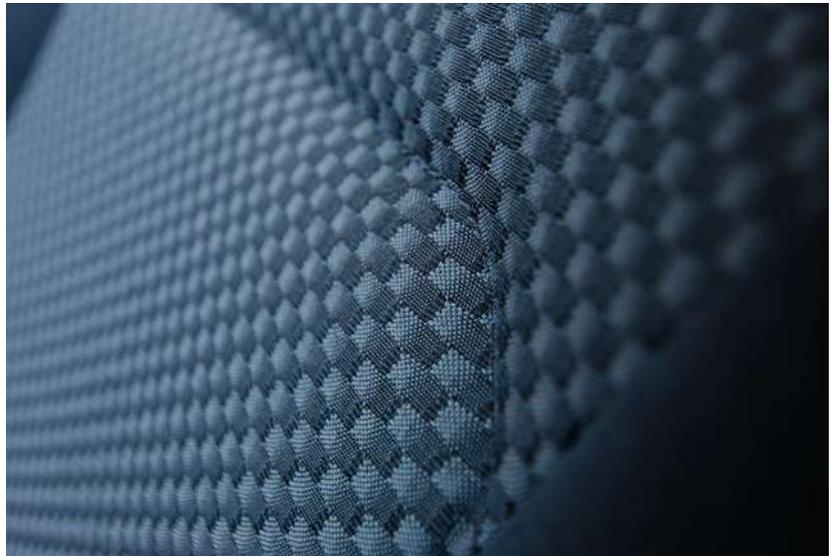




VARIOUS INTERIORS









LINCOLN MKZ

With Copy



The MKZ is Lincoln's mid-size luxury sedan with the curb appeal you expect, the convenient features you need, and the power you miss. This loaded MKZ on offer today is painted a deep Cinnamon and has been enjoyed by one previous owner for less than 16,000 miles. The task of breaking it in is yours. The task of introduction is ours.

Lincoln's current design style brings a wide chrome-adorned grill with vertical slats, book-ended by projector headlamps and centered by the signature Lincoln marque. Eight spoke chrome rims lend luxury to the stance, and a two tone pin-stripe pays homage to Lincoln's heritage. A minimal rear bumper is underlined by chrome exhaust tips and curves sharply to cradle horizontal tail lamps. A driver's door keypad nests among the window underline; after memorizing a five digit factory code, you will never be locked out again.

Cross the kick panel threshold to find a charcoal leather interior adorned with real wood trim, chrome and aluminum. Ease the key into the ignition as the MKZ auto-adjusts the eight way power seat and steering column to its "driving" configuration. The center armrest raises to reveal two storage areas with coin sorter, USB and audio inputs. Rounding out the fully optioned interior is heated and cooled seats, dual zone climate control, Bluetooth compatibility, steering wheel controls and factory navigation.



HYUNDAI SONATA

With Copy



Available today this 2012 Hyundai Sonata is an exemplary midsize sedan in its sixth and current generation. Besides a dynamic, sporty look, its many appointments in GLS trim provide for a comfortable, dependable ride to serve you today and tomorrow.

The Sonata's unique exterior style is punctuated by a wide grille and chrome trim underlining the windows that continue to the front fender. A forward-leaning swage line prefaces nicely with an interior that is luxurious and futuristic, with a bright layered instrument panel and blue backlit array. The center console features a floor shifter, chrome-lipped cupholders, and two tiers of storage under the armrest. The stylish steering wheel features myriad controls for cruise control and Bluetooth mobile phone use.

The Sonata GLS is powered by a 2.4L GDi engine producing 200 horsepower and controlled by a six speed automatic transmission. The floor shifter features a semi-manual shift mode. GDi stands for 'Gasoline Direct Injection' and refers to Hyundai's own method of maintaining the best air to fuel ratio as the car accelerates. Come today to view this brilliant sedan and imagine it in your driveway.



All content by Leon Ferri 2013.

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