David M. Gross pens a wry yet ecstatic love letter to the uproarious, style-obsessed city of Bologna and the motorcycle that gave him the freedom to live life at its fastest. David Gross is working as a corporate lawyer in New York when he gets a call from a friend inviting him to move to Bologna to help turn around a legendary Italian motorcycle company, known for its dominance on the track and its inability to turn a profit. Off he heads to the fabled home of marbled meats, radical leftist politics, and bespoke shoes, diving into his new life as the corporate image consultant to gearheads while learning to navigate the giddy mores of Bolognese society. There he sparks the businesss spectacularization with sexy ad campaigns starring factory workers who, when not on strike, strut to the espresso machine clad in Versace. But above all, he is seduced by speed and the discovery that becoming a better motorcycle rider means tapping into dormant parts of his self that were just waiting to be unleashed.

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