



THE STORY OF KEITH HALE'S DUCATI 750SS GREEN FRAME

EARNED

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MONEY AT 20 YEARS OLD THAT HE WAS BUYING THE MOST
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HE HAD NO IDEA OVER THE NEXT 50 YEARS AS HE PUT OVER 100,000 MILES ON A RACE BIKE THAT IT WOULD ONE DAY BE ANYTHING MORE THEN JUST A MOTORCYCLE.

100,000 Mile Ducati 750SS

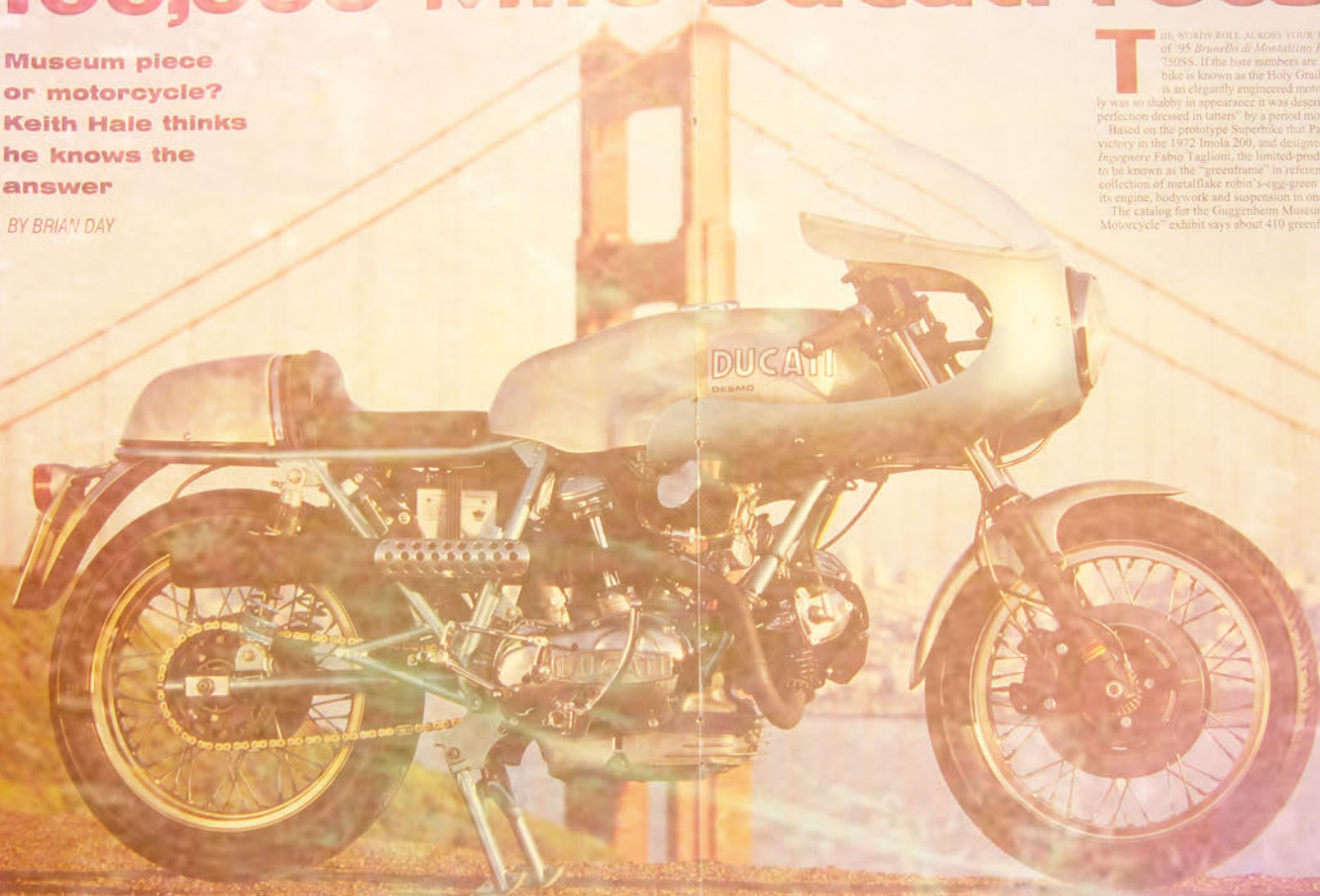
**Museum piece or motorcycle?
Keith Hale thinks he knows the answer**

BY BRIAN DAY

THE WORDS ROLL ACROSS YOUR TONGUE LIKE A SIP of '95 Bravello di Montalino Fiorini, 1974 Ducati 750SS. If the bore numbers are magic, the actual bike is known as the Holy Grail of Ducati-dom. It is an elegantly engineered motorcycle, but originally was so slabby in appearance it was described as "absolute perfection dressed in tatters" by a period moto-journalist.

Based on the prototype Superbike that Paul Smart rode to victory in the 1972 Imola 200, and designed by the legendary *Ingegnere* Fabio Tagliari, the limited-production 750SS came to be known as the "greenframe" in reference to the spidery collection of metallflake robin's-egg-green tubes that connect its engine, bodywork and suspension in one glorious package.

The catalog for the Guggenheim Museum's "Art of the Motorcycle" exhibit says about 410 greenframes were made.



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**THIS IS THE UNLIKELY STORY OF THE 100,000 MILE RACE BIKE
THAT ONE MAN TOOK CARE OF FOR HIS ENTIRE LIFE, SO THAT
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DIRECTOR ROBERTO SERRINI'S DOCUMENTARY ABOUT KEITH HALE AND HIS SINGULAR, CONTINUOUS OWNERSHIP 1974 DUCATI 750 SUPER SPORT.

THE DUCATI 750 SUPER SPORT WAS THE FIRST OF ITS KIND. A FACTORY RACE BIKE THAT THE PUBLIC COULD BUY. ONLY 401 EXAMPLES WERE PRODUCED AND EVERY ONE BUILT WAS PERSONALLY SUPERVISED BY FABIO TAGLIONI. WHEN KEITH HALE FIRST HEARD THE SOUND OF THE "GREEN FRAME" DUCATI 750SS IN 1974, HE KNEW HE HAD TO OWN ONE AT ALL COSTS.

AFTER TAKING OUT A BANK LOAN AND BEGGING THE FRESNO, CA DEALERSHIP TO SELL HIM THEIR ONLY 750SS IN 1975, HE WENT ON TO USE THIS RACE BIKE LIKE NO OTHER BEFORE HIM, OR SINCE.

THE PRICES HAVE SKYROCKETED IN THE LAST 15 YEARS FOR THESE INCREDIBLE MOTORCYCLES, AND ARE OFTEN KEPT IN GARAGES NEVER TO BE USED AGAIN. KEITH'S BIKE REPRESENTS THE UNMATCHED EXCELLENCE OF A PERIOD IN MOTORING HISTORY, UNTO ITSELF. THIS WAS THE ERA THAT GAVE BIRTH TO THE MODERN SPORTBIKE – MORE ROBUST HIGH REVVING ENGINE, OPEN EXHAUST, BETTER BRAKING, AND LOOKS THAT RIVAL ANY LAMBORGHINI OR FERRARI.

THIS IS THE STORY OF THE 100,000 MILE RACE BIKE THAT HAS BEEN IN CONTINUOUS OWNERSHIP FOR 47 YEARS, AND THE MAN WHO TOOK CARE OF THE MACHINE HIS WHOLE LIFE, SO THAT IT CAN TAKE CARE OF HIM FOR THE REST OF HIS LIFE.

A scenic mountain landscape with a road, snow patches, and a motorcycle in the foreground. The image is a vertical composition. The top half shows a vast mountain range with rocky peaks and patches of snow under a clear blue sky. A road winds through the valley. The bottom half shows a close-up of a motorcycle's handlebars and instrument cluster. A circular side mirror reflects the face of a man with a beard, looking upwards. The motorcycle is black with chrome accents. The overall mood is adventurous and scenic.

FILMMAKER ROBERTO SERRINI HAS MADE MULTIPLE AWARD WINNING DOCUMENTARIES & COMMERCIALS FOR ICONS LIKE HONDA, INDIAN, & MOTO GUZZI. HE IS AN AVID RIDER & KEEPS A R60 IN MILAN FOR CONSTANT TEMPTATION.