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**TAMPA BAY AREA CEO DOES IT AGAIN,  
CREATES 100 NEW JOBS IN LAKELAND, FLORIDA!**

A giant motorsports retail store is set to revolutionize the motorcycle industry in Lakeland! Fun Bike Center, founded in Lakeland 15 years ago and lead by successful Entrepreneur and CEO Daniel Dorsch is constructing a brand new 60,000 square foot dealership on Hwy 92 at Gary Road across from Lake Parker and adjacent to the existing Fun Bike Center. Fun Bike Center is the operator of motorcycle, scooter, ATV, personal watercraft, and utility vehicles of Honda, Kawasaki, Yamaha, Piaggio, Vespa, Aprilia and Schwinn. Dorsch, known as the turn around artist for his role as the CEO who saved Checkers Drive-In Restaurants in 1999 knows big business and success. The former President and developer of the Taco Bell restaurants in Florida, and current owner and developer of Papa John's Pizza in Polk County, his background also includes 25 years of ownership and operating Kentucky Fried Chicken restaurants in multiple states. Dorsch has a long history of retailing for success and is again exercising his impressive resume in Lakeland.

Dorsch stated "The new Fun Bike Center retail store will house over 700 motorcycles, ATVs, and watercraft and will truly be a one-stop shopping experience. Each time you purchase from Fun Bike Center, you register to win an ATV, Scooter, Watercraft or Motorcycle in Fun Bike Center's annual sweepstakes contest. Dorsch continued: "We will provide a revolution to the industry with all our new programs."

The new Fun Bike Center is scheduled to include a wireless telephone store, a complete florist, a full photography studio, a boot and shoe store, a 1000+ inventory tire & wheel store, video arcade, optical store, full line apparel and a training conference center. The conference center will be offering classes on fire safety, life saving CPR, boat safety, motorcycle safety, ATV safety and other related topics for the benefit of the Polk County.

Fun Bike Center campus in Lakeland will celebrate 15 years in operations and recently won the Honda of North America's Council of Excellence Award and Kawasaki Motor Companies Ichiban Award. An estimated 100 new jobs will come to Lakeland, Florida once phase 2 of the Fun Bike Center project is complete.

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