

Superman, Batman, The Flash and Green Lantern will team up with NASCAR drivers Kasey Kahne, Jeff Gordon, Jimmie Johnson and Dale Earnhardt Jr. as part of a new promotional partnership between DC Entertainment, Warner Bros. Consumer Products and Hendrick Motorsports. Announced today, the three-year deal is geared toward marketing NASCAR to a younger demographic with [...]

Read more: <http://robot6.comicbookresources.com/2014/05/dc-superheroes-gear-up-for-three-year-nascar-deal/>