Nestlé Good food, Good life

新闻稿

吉隆坡，2026 年 7 月 3 日

KitKat® Formula 1®终于来到马来西亚！

此次合作为大马人送上专属优惠、赛车体验挑战和上千份丰富好礼



KitKat® Formula 1® （F1®）热潮正式来到马来西亚！

在过去逾 60 年来，“**Have a Break, Have a KitKat®**”（休息一下，来块 KitKat®）一直是 KitKat®秉承的理念，提醒大家在生活中停下脚步、调整状态，充电后再继续；而在 Formula 1®的世界里，同样的逻辑也在时速 200mph 的赛道上演，车手进站（pit stop）时就是高压情况的休息时刻，在短短几秒内完成调整再重返赛道拼到最后。KitKat®想要让马来西亚人在日常生活中也能享受“休息一下”的节奏，即便身处快节奏的日常生活中，也别忘了给自己一个小小的“pit stop”充电。

正是这份相通的理念，让 KitKat®与 Formula 1®展开合作。适逢 KitKat®迎来 90 周年、Formula 1®迎接 75 周年，这项多年的合作把双方庞大的粉丝群连接起来，在 2026 年的全球多个指定大奖赛中带来一系列以粉丝体验为核心的活动。随着这股“疾速”热潮在区域内持续升温，雀巢马来西亚（Nestlé Malaysia）也加入行列，把这项精彩的活动带给马来西亚粉丝。

这场专属于马来西亚的 KitKat® Formula 1®活动，特别策划了一系列沉浸式路演和限量版 F1® 巧克力。这场全国性的营销活动，不仅能让所有马来西亚人感受顶级赛车的极限魅力，粉丝们还有机会赢取全包旅游行程，亲自前往 2026 年 F1 新加坡航空新加坡大奖赛（FORMULA 1 SINGAPORE AIRLINES SINGAPORE GRAND PRIX 2026）这亚洲最抢手的赛车盛事之一，聆听赛道上的引擎轰鸣！

雀巢马来西亚首席执行官 Juan Aranols 表示：“Formula 1 ®已成为这个时代最让人热血沸腾的文化现象之一，在马来西亚乃至整个区域都吸引了新一代的粉丝。能够在马来西亚落实这项合作，也是 KitKat®品牌初衷的自然延伸，因为我们一直希望提醒大家：生活再忙，也要停下来充充电，好好享受当下。我们希望每一位马来西亚人，不管是资深的 F1®车迷还是刚接触的新粉丝，都能共同感受到这项运动的独特魅力，并找到独属于自己的休息时光。”



为了庆祝本次活动，KitKat®将在巴生谷多个地点举办巡回路演，把 F1®的体验带到粉丝身边。路演现场设有赛车模拟器，让车迷们能够在虚拟赛道上踩足油门，真实体验风驰电掣的冲刺感。



除了线下体验，大家每一次购买 KitKat®产品都有机会成为幸运儿。消费者只要购买至少 10 令吉的指定 KitKat 产品，并通过本次竞赛的活动网站或 WhatsApp 上传收据，就有机会在长达 12 周的活动期间赢取超过 1,000 份的奖品，其中也包括在全国路演上送出的独家 KitKat® F1®联名周边商品。不仅如此，大奖得主还将赢取 2026 年 F1 新加坡航空新加坡大奖赛的双人全包之旅，从体验滨海湾赛道的引擎声，到入住新加坡市中心的五星级酒店，一次感受完整的赛车周末。另外还有 5 位一等奖得主，将可各获得 3 天主看台门票两张，在同一场赛事亲身感受热血氛围。

这款限量版产品已在全国各大霸级市场、超级市场和便利店上架，消费者也可通过 Shopee 和 Lazada 的 KitKat 官方线上商店购买。存货有限，售完为止。

欲了解更多关于本次竞赛的详情、指定产品与完整条款，欢迎浏览官方网站。想追踪最新动态，请关注 KitKat Malaysia 的 Facebook 专页与 Instagram 账号。

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About Nestlé KitKat®

Created in 1935, KitKat® was first known as Rowntree Chocolate Crisp. Two years later, the name has changed to KitKat®. In 1988, KitKat® became part of Nestlé range of confectionery products. It grew to be the no. 1 chocolate brand in Malaysia, enjoyed by young and old as a light snack. Today, it is exported to more than 14 countries globally. KitKat® is 100% Halal and is produced locally at Nestlé's Halal-certified facility in Chembong, Negeri Sembilan.

"Have a break, have a KitKat®" has become a popular phrase, aptly describing the enjoyment of the chocolate-coated wafers whenever one needs to take a break amidst a busy and stressful moment.

Nestlé's KitKat® is the first global confectionary brand to be made from 100% sustainable cocoa sourced under the Nestlé's Cocoa Plan. The brand has pledged to be carbon neutral by 2025. KitKat® aims to reduce the emissions generated through the sourcing of its ingredients, the manufacturing of the product and its distribution by more than 50% as part of its plan.

About Nestlé Malaysia: Nourishing Malaysians for Over a Century

Since 1912, Nestlé has been dedicated to nourishing Malaysians and building their trust through our high-quality brands and products. We contribute to food security as well as to the health and well-being of the Rakyat through our trusted brands and a long-term commitment to Malaysia in the form of investments, employment, and various initiatives that uplift local communities. Today, we operate six factories, employing over 5,000 Malaysians, and we are the Halal Centre of Excellence for Nestlé globally. We are committed to providing halal, nutritious, and high-quality products with sustainability at the heart of our business practices - Made in Malaysia, by Malaysians, for all Malaysians.

As the world's largest food and beverage manufacturer, with our headquarters based in Switzerland, Nestlé operates in over 180 countries. With a workforce of over 270,000 dedicated employees, we are driven by our purpose to unlock the power of food, enhancing the quality of life for everyone, both today and for future generations. Our commitment to nutrition, health, and wellness guides our performance, ensuring we deliver on our promise of GOOD FOOD, GOOD LIFE.

To discover more about our century-long journey of nourishing Malaysians, please visit our website at https://www.Nestlé.com.my/ask-Nestlé/we-are-Nestlé.

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