



FOR IMMEDIATE RELEASE
Press Release

For more information, please contact:
Nathan Chan | nathan@madhat.asia | +6011-3662 2013
Lee Qi | leeqi@madhat.asia | +6012-698 3048

Heineken® Flags Off its ‘When You Drive, Never Drink’ Campaign with Player 0.0 Featuring F1 Champion Max Verstappen

through a series of brand films and the launch of Player 0.0, an interactive racing game competition.



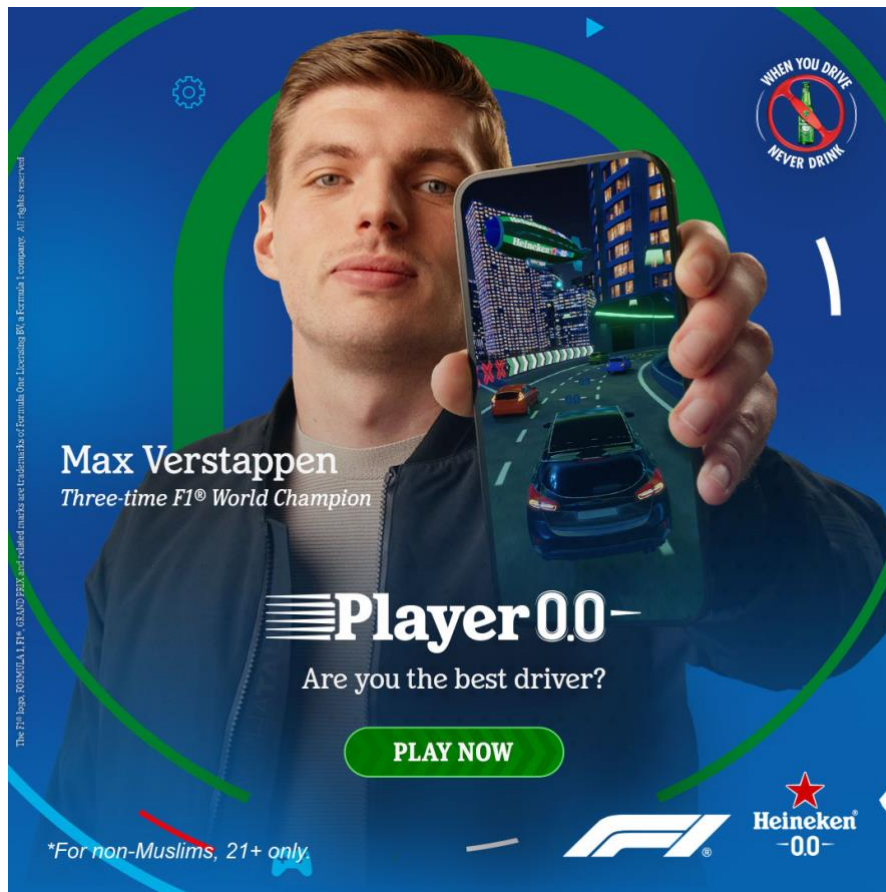
KUALA LUMPUR, 18 JULY 2024 - Heineken®, as a responsible beer brand, is taking a strong stand against drink driving with its latest campaign under the "When You Drive, Never Drink"

(WYDND) platform. Heineken® emphasizes that the best driver is the one who doesn't drink, unless it is Heineken® 0.0. This crucial message was brought to life in a compelling [brand film](#) featuring Max Verstappen, the three-time Formula 1 World Champion and ambassador for the WYDND campaign.



In addition, Heineken® Malaysia introduces Player 0.0, a mobile and sim racing competition that forms a key part of the WYDND platform. Player 0.0 underscores Heineken®'s dedication to offering unique and memorable experiences while conveying the crucial message that "The Best Driver is the one who is not drinking."

Heineken® has always taken a fresh perspective on enjoyment, advocating for fun that is both safe and responsible. For designated drivers, Heineken® 0.0 offers the same great taste of Heineken® beer without the effects of alcohol, promoting responsible behavior and helping to combat the issue of drunk driving. "At Heineken®, we believe that fun and safety go hand in hand, which is why we are excited to launch Player 0.0," said **Willemijn Sneep, Marketing Director of Heineken Malaysia Berhad**. "This initiative is part of our ongoing commitment to promoting responsible drinking. Player 0.0 allows us to deliver our message in a contemporary way by utilizing digital platforms and interactive gaming. By incorporating our message into a mobile and sim racing competition, we hope to engage millennials and tech-savvy audiences to emphasize the importance of safe driving in a manner that truly resonates with their everyday lives."



Player 0.0 is set to be an exciting competition as Heineken® embarks on the search for the nation's first Malaysian Player 0.0. Participants can qualify for the title through both online and on-ground events, showcasing their safe driving skills to achieve high scores. The competition offers an opportunity for the Malaysian champion to sim race with other international Player 0.0s and meet three-time Formula 1 World Champion, Max Verstappen. Adding to the excitement, the second and third place winners will also be rewarded with tickets to the Formula 1 Singapore Airlines Singapore Grand Prix™!

Join Player 0.0 [through this link](#) or visit participating outlets, and start showcasing your safe driving skills today! For more information log on to the [campaign website](#).

Alongside the main Player 0.0 competition Heineken® further drives the WYDND message through outlet activations nationwide. At participating outlets consumers can try out Player 0.0 and qualify for the Malaysia Final, standing to win prizes with high scores. Designated drivers can enjoy a night of fun by achieving the highest Player 0.0 score and clearing a breathalyzer check, with the ultimate reward being winning a driving experience with a luxury SUV.

Nationwide, consumers also stand to win passes to the Formula 1 Singapore Airlines Singapore Grand Prix™ when they purchase Heineken® or Heineken® 0.0, more information can be found on the [campaign website](#). The campaign will culminate in a grand finale on 24th and 25th August, where the Malaysian Player 0.0 champion will be crowned followed by a viewing party in conjunction with the Formula 1 Heineken® Dutch Grand Prix™.

Staying true to its heritage, Heineken® is bringing us a viewing party that weaves together moments of excitement and flavors of freshness. It's a celebration where guests connect over the exhilarating world of Formula 1 and the refreshing taste of Heineken®. Each sip embodies the brand's commitment to freshness and quality, while every laugh and cheer shared among friends adds to the vibrant tapestry of the event.

Heineken® & Heineken® 0.0 and all promotions are for non-Muslims aged 21 and above only. For more information and updates, log on to the website at <https://www.heineken.com/my/en/home> or follow Heineken® on Instagram ([@HeinekenMY](#)) and Facebook (<https://www.facebook.com/HeinekenMYS/>).

About Heineken Malaysia Berhad

Heineken Malaysia with its portfolio of iconic international brands is the leading brewer in the country. The Company brews, markets and distributes:

- The World's No. 1 international premium beer **Heineken®**
- The great taste of Heineken® with dealcoholized **Heineken® 0.0**
- The World-acclaimed iconic Asian beer **Tiger Beer**
- The crystal-cold filtered beer **Tiger Crystal**
- The bold twist on Tiger's iconic lager **Tiger Soju Flavoured Lager**
- The World's No. 1 stout **Guinness**
- The smooth and creamy **Guinness Draught in a Can**
- The premium wheat beer born in the Alps **Edelweiss**
- The World's No. 1 cider **Strongbow Apple Ciders**

- The New Zealand inspired cider **Apple Fox Cider**
- The all-time local favourite **Anchor Smooth**
- The premium Irish ale **Kilkenny**
- The real shandy **Anglia**
- The wholesome, premium quality non-alcoholic **Malta**.

About When You Drive, Never Drink (WYDND)

As a responsible and committed brewer, Heineken® launched the When You Drive, Never Drink (WYDND) campaign in 2016. The campaign reinforces the brand's commitment to advocating against harmful consumption and behaviours. The WYDND campaign's aim is encourage consumers to be the hero who drives sober by taking the leap to pledge to never drink when they drive. With the platform, Heineken® reiterates that there is no better way to get home safely after drinking than supporting your friends and reminding them, when they drive, they should never drink. Every year, Heineken Malaysia directs 10% of media spends to promoting responsible drinking, with a special focus on When You Drive, Never Drink.

The corporate social responsibility arm of Heineken Malaysia, **SPARK Foundation** was established in 2007 to grow with local communities in the areas of environmental conservation and education for a better tomorrow. Be the SPARK for change and visit www.sparkfoundation.com.my for more information.

Heineken Malaysia through its e-commerce platform, Drinkies now delivers chilled beers and ciders on demand. Drinkies also offers freshly tapped beer to cater for home parties and other events including weddings and corporate dinners. For enquiries, call 012 281-8888 or visit www.drinkies.my.

Listed on the Main Market of Bursa Malaysia, Heineken Malaysia's principal shareholder is G.A.P.L. Pte Ltd based in Singapore. GAPL Pte Ltd is 100% owned by Heineken® N.V.

For more information, please visit: www.heinekenmalaysia.com