F=MA EXPANDS ITS CREATIVE ECOSYSTEM, WELCOMES AUTOMOTIVE STORYTELLER BRIAN SCOTTO AND 321 ACTION ACTION

Hoonigan co-founder and Gymkhana Director joins F=ma Executive Team as 321 Action Action becomes the group's creative production, original entertainment studio



F=ma today announced that acclaimed filmmaker, creative executive, Gymkhana Film Director and Hoonigan co-founder Brian Scotto and his award-winning production company 321 Action Action have joined the F=ma family.

IRVINE, CALIF, CA, UNITED STATES, September 16, 2026 /EINPresswire.com/ -- F=ma today announced that acclaimed filmmaker, creative executive, Gymkhana Film Director and Hoonigan co-founder Brian Scotto and his award-winning production company 321 Action Action have joined the F=ma family, expanding the company's ability to create premium original content, branded entertainment and long-form storytelling for the rapidly growing automotive and motorsports audience.

321 Action Action will continue operating under its own brand while becoming F=ma's dedicated creative production studio, supporting storytelling initiatives across RACER, GRIDLIFE, The ID Agency and commercial partners. Scotto also joins the F=ma Executive Team while remaining Chief Executive Officer and Chief Creative Officer of 321 Action Action.

The partnership marks another milestone in F=ma's mission to unify car culture and motorsports into a scalable ecosystem that authentically reaches automotive enthusiasts at every level—from lifelong racers to the increasingly "car curious" consumer.

"For decades Brian has been one of the defining creative forces behind modern automotive culture," said James Schiefer, Chief Executive Officer of F=ma. "He has an unmatched ability to recognize where culture is headed, build authentic communities around it and tell stories that

resonate far beyond traditional motorsports audiences. Bringing Brian and 321 into the F=ma family allows us to pair the industry's strongest media, events and marketing platform with one of its most respected creative storytellers."

Founded by Scotto following his tenure as Co-Founder and Chief Creative Officer of Hoonigan Industries, 321 Action Action develops premium films, branded entertainment, documentaries and original series rooted in automotive culture. The company earned three Gold and two Silver Telly Awards for its work in the past year and Scotto's work has earned over a billion views. 321 Action Action will continue serving existing clients while expanding its capabilities throughout the F=ma ecosystem.



Founded by Scotto following his tenure as Co-Founder and Chief Creative Officer of Hoonigan Industries, 321 Action Action develops premium films, branded entertainment, documentaries and original series rooted in automotive culture.

For Scotto, the partnership creates an opportunity to pursue larger-scale creative ambitions while helping redefine what automotive entertainment can become.

> For decades, Brian has helped define modern automotive culture and his ability to spot cultural shifts, build communities and tell stories will help F=ma expand automotive culture's reach."
>
> *James Schiefer, CEO of F=ma*

"Car culture is once again merging with mainstream pop culture," said Brian Scotto, Chief Executive Officer and Chief Creative Officer of 321 Action Action. "Motorsport, automotive tuning, vintage cars are all now intertwined with fashion, music and have even become a device that other non-endemic brands use as a part of their visual identity. This recent shift opens up a vastly larger opportunity for storytelling in our space. YouTube provided an amazing home and proving ground for many creators and unknown talent, but automotive enthusiasts are ready for larger scale documentaries, premium television shows, feature films and experiences that celebrate this culture in authentic ways. F=ma gives us the infrastructure, talent and distribution to create those stories while helping partners, brands and media platforms connect with enthusiasts through entertainment first."

Scotto has spent more than two decades helping shape modern automotive media. Before co-

founding Hoonigan with Ken Block, he served as Editor-in-Chief of multiple enthusiast publications before the age of 25, eventually launching 0–60 Magazine and helping transform automotive storytelling from print into one of YouTube's earliest and most influential creator-driven media brands. As co-creator and producer of the groundbreaking Gymkhana franchise, Scotto helped establish a new visual language for automotive filmmaking while building Hoonigan into one of the world's most recognizable enthusiast brands. His work has earned Emmy recognition, One Show Gold Pencil honors, Telly Awards and coverage from publications including Fast Company, AdAge and Hypebeast.

Within F=ma, 321 Action Action will focus on developing premium entertainment, original intellectual property, branded content, creator-led programming, documentaries, television projects and cinematic productions while supporting strategic initiatives across RACER and the broader F=ma portfolio. The addition also strengthens F=ma's ability to deliver fully integrated campaigns that combine storytelling, creator partnerships, live experiences, media distribution and experiential activations under one organization.

Together, F=ma's companies now offer brands a uniquely integrated platform spanning media, live events, marketing strategy, creative production and original entertainment—allowing partners to reach automotive enthusiasts through authentic cultural experiences at scale.

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About 321 Action Action
321 Action Action is an award-winning production company specializing in premium automotive films, branded entertainment, documentaries and original content. Founded by filmmaker and creative executive Brian Scotto, the company develops cinematic storytelling rooted in automotive culture while producing creative work for leading brands, entertainment partners and enthusiast audiences.

About F=ma
F=ma is an enthusiast-led automotive and motorsports platform uniting media, immersive experiences and live events. Bringing together RACER, GRIDLIFE, The ID Agency and now 321 Action Action, F=ma operates an integrated ecosystem spanning storytelling, entertainment, experiential activation and community engagement. F=ma is culture in motion.
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