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Practicing English with Asa

**Reading Article: Drivers Angry as BMW Sells Heated Seat Subscriptions**

[engoo.com/app/daily-news/article/drivers-angry-as-bmw-sells-heated-seat-subscriptions/du4BSBOfEe2WbGOl78r7Bg](https://engoo.com/app/daily-news/article/drivers-angry-as-bmw-sells-heated-seat-subscriptions/du4BSBOfEe2WbGOl78r7Bg)

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|  | Tuesday 周二 ˈtjuːzdeɪ  Thursday / first 周四  College / campus ˈkæmpəs  **Ass (**swear word / curse word**) / backside 屁股**  free trial / trial period 免费试用 |
| [**subscription**](https://engoo.com/app/words/word/subscription/zga0ELstQmCjlQAAAD4maA)  **Noun** | **səbˈskrɪpʃən**  meaning: an agreement to receive a service, publication, etc. regularly by paying in advance  The New York Times has seen an increase of 132,000 paid **subscriptions** since the election.  For example:  Subscriptions to Cambly are optional.  book to cambly are choosed  It is optional to have a subscription to this companies newsletter. |
| [**hot under the collar**](https://engoo.com/app/words/word/hot-under-the-collar/d6CePbVEQHyCihgM5jnnMQ)  **Phrase** | **hɑːt ˈʌndər ðə ˈkɑːlər**  meaning: angry or annoyed  She got very **hot under the collar** when Sam contradicted her during the meeting. |
| [**optional**](https://engoo.com/app/words/word/optional/zga0ELstQmCjlQAAADjWwA)  **Adjective** | **ˈɑpʃənəl**  meaning: available to be chosen, but not required /choose  Masks are **optional** now, but I still try to wear one whenever I can. |
| [**activate**](https://engoo.com/app/words/word/activate/zga0ELstQmCjlQAAAD56_Q)  **Ver** | **ˈæktəˌveɪt**  meaning: to make something start working/ simulate  Please **activate** your account by clicking the link below.  If I pay money for my cellphone subscription they will activate the surfing the network functions. |
| [**trial**](https://engoo.com/app/words/word/trial/y0UdF5q4Rc6CK0dbsaWDRg)  **Verb** | **ˈtraɪəl**  meaning: to test something to see how well it works  After being **trialed** in California, the product will be available nationwide next year.  free trial / trial period 免费试用/ check something to see how well |
| [**heat**](https://engoo.com/app/words/word/heat/wKnO8gXaSRCSn9Nw5zWIOA)  **Noun** | **Informal**  **hiːt**  meaning: strong pressure or criticism  The company is facing a lot of **heat** from customers after raising prices twice in one year. |

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| BMW's heated seat **subscriptions** have **created** plenty of warmth this summer — they have made some drivers feel hot under the **collar**. | sub - skrip - shuns  collar 衣领/ˈkɒlə(r) |
| The German carmaker has **faced** **criticism** for a new policy that allows owners of some BMWs to upgrade their cars with heated seats on a subscription basis. | Faced /feɪst/  faced = faste  Criticism /ˈkrɪtɪsɪzəm/  Cri-ti-ci-sm  criticism = cri - tih - siz - um  Raising: ˈreɪzɪŋ/ increase  The government faced heat from the public for their bad decisions. |
| Offering optional extras when ordering a new car is nothing **unusual**. But in recent years, car companies have also been offering additional software-based features that must be paid for **through** online subscriptions. | Through: /θruː/  threw: /θru/  unusual ʌnˈjuːʒuəl distinctive  = un - you - zhoo - ul  based ≠ base – id  =bast  tested = (ed = id) |