

ABSTRACT

To provide fine pigment particles which are white pigments having heat shielding effect, whereby the life span of a coating film can be prolonged.

5 Fine pigment particles for a coating material, made of an alumina-zirconia eutectic crystal comprising as chemical components, from 50 to 95 mass% of Al_2O_3 , from 5 to 40 mass% of ZrO_2 and from 0 to 10 mass% of SiO_2 , wherein the total amount of Al_2O_3 and ZrO_2 is at least 80 mass%, and the particle size D_{50} is from 0.1 to 80 μm . These fine pigment particles have a high heat shielding effect and are excellent in abrading endurance.